# EDITOR & PUBLISHER

1884 THE FOURTH ESTATE 1934

Vol. 66, No. 37. Original second class entries. THE JOURNALIST, March 24th, 1884; NEWSPAPERDOM, March, 1892; THE FOURTH ESTATE, Mar[illegible] December 7th, 1901; EDITOR & PUBLISHER AND JOURNALIST, October 30th, 1909; ADVERTISING, February 7th, 1925; EDITOR & PUBLISHER, May [illegible] LISHER, THE FOURTH ESTATE, December 3rd, 1927, at the Post Office at New York, N. Y., under the act of March 3rd, 1879. Issued every Saturday by THE EDITOR & PUBLISHER COMPANY, James Wright Brown, President and Publisher. General and Editorial offices, Suite 1700, Times Building, New York. Subscription and advertising rates on page following "Purely Personal."

Vol. 66. No. 37. TWO SECTIONS SECTION ONE NEW YORK, JANUARY 27, 1934 10c. Per Copy



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## AGREEMENT NEAR ON RADIO-PRESS PLAN

**Conferences in New York This Week Point to Speedy Adoption of 10-Point Program Regulating the Broadcasting of News**

Speedy adoption of the plan recently drafted by broadcasters and publishers to regulate the broadcasting of news was predicted late Thursday night as a meeting of radio and press interests was adjourned until Friday in New York.

The 10-point plan has been under discussion practically all week in New York. It was learned that no important changes in the original draft, as printed in EDITOR & PUBLISHER December 16, had been made or were contemplated.

Present at the meeting this week were E. H. Harris, *Richmond* (Ind.) *Palladium-Item*, chairman of the Publishers' National Radio Committee; Edwin S. Friendly, *New York Sun*, a member of the national committee; Hugh Baillie, United Press; Lloyd Stratton, Associated Press; Joseph V. Connolly, International News Service; J. D. Gortatowski, International News Service; G. B. Parker, editor-in-chief, Scripps-Howard Newspapers; William S. Paley, president, Columbia Broadcasting System; Paul White, general manager, Columbia News Service; M. H. Aylesworth, president, National Broadcasting Company; Frank E. Mason, National Broadcasting vice-president; L. B. Palmer, American Newspaper Publishers Association, and Paul Loucks, managing director of the National Association of Broadcasters. Mr. Loucks was present as an observer.

### CARVALHO REJOINS HEARST

**Veteran of Organization Returns as Executive Committee Chairman**

The many friends of S. S. Carvalho in newspaper publishing and advertising circles will be pleased to learn of his return to the general executive offices of the Hearst Newspapers.

Mr. Carvalho joined William Randolph Hearst in 1896 as general manager of the then existing group of Hearst Newspapers, which comprised *San Francisco Examiner, Los Angeles Examiner, New York American, Chicago American*, and *Boston American*. He continued in that capacity until 1918, during which time Mr. Hearst either acquired or started the newspapers which now constitute the Hearst group of newspapers, including seven morning, 16 evening and 16 Sunday newspapers in 17 cities.

Subsequently, for years Mr. Carvalho was president of the executive council of all the Hearst newspapers until 1927, when he retired. He has now returned as chairman of the executive committee with offices at 959 Fifth Avenue, New York City.

T. J. White, general manager, told EDITOR & PUBLISHER this week that Mr. Carvalho's return had inspired the whole organization.

### OLD GOLD PLANS CAMPAIGN

A new advertising campaign for Old Gold cigarettes is being prepared, it was learned this week, but no date for its release has been set as yet. Old Gold has been out of the newspapers since last spring. The account is handled by Lennen & Mitchell, New York agency.

## RADIO-PRESS ACCORD APPROVED BY S.N.P.A.

**S. N. P. A. board members photographed at New Orleans meeting. Seated (left to right): James M. Thomson, publisher, *New Orleans Item-Tribune*; J. G. Stahlman, *Nashville Banner*, chairman; J. L. Mapes, *Beaumont Enterprise and Journal*, president of the association; Cranston Williams, Chattanooga, secretary-manager; and E. K. Gaylord, *Oklahoma City Oklahoman and Times*. Standing (left to right): L. K. Nicholson, president, *New Orleans Times-Picayune*; A. G. Newmyer, general manager, *Item-Tribune*; J. M. Elliott, *Jacksonville Florida Times-Union*; A. W. Huckle, *Rock Hill* (S. C.) *Herald*; J. E. Chappell, *Birmingham News* and *Age-Herald*; Clark Howell, Jr., *Atlanta Constitution*; Emanuel Levi, *Louisville Courier-Journal* and *Times*; J. N. Heiskell, *Little Rock Gazette*; and W. C. Johnson, *Chattanooga News*.**

THE ten-point newspaper-radio agreement on the broadcasting of news was unanimously approved at the midwinter meeting of the board of the Southern Newspaper Publishers' Association in New Orleans, Jan. 20-21.

A resolution said:

"WHEREAS, For years a controversy has existed between the publishing and radio industries which seriously threatened the relations between these two industries, and

"WHEREAS, The Publishers' National Radio Committee has succeeded in working out a plan agreeable to said Publishers' Committee, to the two principal broadcasting chains, and to the press associations,

"THEREFORE, the Board of the Southern Newspaper Publishers' Association in annual midwinter meeting assembled express their appreciation and hearty approval of the action of the Publishers' National Radio Committee and the members thereof in their efforts toward bringing about peace between these two great industries and express the belief that the proposal drawn up at the Biltmore conference on Dec. 12-13, 1933, is a forward step toward the solution of the problem involved."

The board considered a number of matters in connection with cooperative action by Southern publishers, including expansion of the headquarters office to better serve the individual members.

A resolution of appreciation was adopted thanking James G. Stahlman, chairman of the board, for his faithful work in representing the S.N.P.A. in the preparation of the daily newspaper code and in radio matters.

The annual S.N.P.A. convention will be held May 21-23 at the Grove Park Inn, Asheville, N. C., the board decided.

### PRESS COURTS ESTABLISHED

Special professional courts to discipline newspapermen, who are public officials in Germany, were created Jan. 23. Civil, criminal and treason cases will not be tried in the press courts but if a verdict against a newspaperman is reached in a regular court, proceedings will start against him automatically in the professional tribunal. The penalties range from fines to dismissal from the Nazi journalists' list, which would bar the defendant from journalism. The law does not apply to foreign newspapermen in Germany, but only to Germans or foreigners working for German newspapers.

### A.N.P.A. ELECTS CHANDLER

William G. Chandler, general manager of the Scripps-Howard Newspapers, was elected vice-president of the American Newspaper Publishers' Association by the board of directors at a meeting in New York Jan. 23. Mr. Chandler will complete the unexpired term of George M. Rogers, *Cleveland Plain Dealer*, resigned. Mr. Chandler is chairman of the A. N. P. A. newsprint committee.

### HANDBILL MEN ARRESTED

Horace J. Claremont, Chicago distributor of advertising circulars, was arrested last week on a charge of conspiracy to defraud following his indictment on charges of selling to a paper company circulars he had been paid to distribute. It was charged he had defrauded leading Chicago stores out of $200,000 by withholding approximately 40 per cent of the circulars he was supposed to distribute and selling the rest as waste paper.

### J. S. WOODRUFF PROMOTED

Jay S. Woodruff, of the national advertising department of the *New York Times*, has been placed in charge of advertising in the Brooklyn section of the Times. Mr. Woodruff has been with the Times several years, and before his recent Brooklyn appointment was in charge of Westchester rotogravure.

### JOHN BUDD MOVING

On Monday, Jan. 29, the John Budd Company will be located in new offices on the ninth floor of the Graybar Building, New York.

## ENGRAVERS GET 5-DAY WEEK AT 6-DAY PAY

**N. Y. Union Accepts Publishers' Terms Establishing Precedent—Plants with Less Than 5 Men Have 6-Day, 40-Hour Week**

An agreement establishing a five-day week with no reduction in the weekly wage, said to be the first of its kind on American newspapers, was reached Jan. 21 between the New York Photo Engravers Union No. 1 and the Publishers' Association of New York City. Negotiations have been conducted for six months.

The agreement is of one year's duration.

It establishes for day workers a week of five days and 40 hours at the prevailing weekly wage of $62.50, and for night workers a week of five days and 37½ hours at $70 a week.

The agreement supplants the six-day 44-hour and six-night 40-hour week as provided in the previous contract.

In shops where less than five photo engravers are employed, provision is made for a six-day 40-hour and six-night 37½ hour week at the option of the publishers, with a five per cent increase in pay for the longer week.

The new contract calls for a change in the shift hours, which the union fought against in negotiations. On all shifts the publishers have obtained an extra hour's leeway. Thus on the day side the photo-engravers put in their eight hours between 8 a. m. and 7 p. m. instead of from 8 a. m. to 6 p. m. as in the previous contract.

The announcement of the agreement was made at the annual meeting of the union at the Hotel St. George, Brooklyn, by Edward White, president of the New York organization. The terms had been offered by the publishers.

Both Mr. White and Edward Voltz, international president of the union, who spoke at the meeting, which was attended by more than 3,000 members, hailed the contract as an achievement in keeping with the NRA.

Matthew Woll, vice-president of the American Federation of Labor, and Grover A. Whalen, former head of the New York City NRA, also spoke.

It was announced that a total of $1,103,560.66 was spent by the union last year in the care of its unemployed members.

It is not known at this time to what extent the new hours will create new jobs. Mr. White told EDITOR & PUBLISHER that there were about 890 union members unemployed, although some of this number may have part time work.

### BLANCHARD TRANSFERRED

M. Alvah Blanchard, manager of the Chicago office of the *Christian Science Monitor*, has been transferred to the home office in Boston, as national advertising manager. Leonard W. Coulson succeeds him in Chicago. Hudson C. Burr, who has been acting as both assistant advertising manager and national advertising manager of the Monitor, continues as assistant advertising manager. Carlotta Woolley is now manager of the Monitor's San Francisco office, succeeding Ralph Castle, resigned.

### SQUIBB TO SPEND $2,000,000

An advertising appropriation 10 per cent larger than last year's is to be spent in advertising in the United States, it was said this week. The total is expected to be $2,000,000. The increase will be used for new products.

# SUPPLEMENTARY NEWSPRINT CODE VIGOROUSLY OPPOSED BY A. N. P. A.

## Publishers' Board and Paper Committee Find Proposed Regulations Inimical to Newspapers—Will Protest Them at Public Hearing in Washington

VIGOROUS opposition to the proposed supplemental code for the newsprint industry, now pending before the NRA, was expressed by the American Newspaper Publishers' Association's board of directors and newsprint committee in New York this week. Also the petition of the newsprint industry, filed last week, asking that the President apply Section 3 (e) of the Recovery Act so as to regulate the importation of newsprint during the life of the code will likely be protested.

The supplemental code would fix the $41 base price for newsprint, and effect an agreement with Canadian producers on trade practices.

The objection of the publishers is that the supplemental code is "violative of sound legal principles and business economics." It was also pointed out that under the supplemental code, the prices of newsprint at certain destinations have been changed, "which might throw certain publications out of line with their competitors."

The A. N. P. A. and its newsprint committee also made the point that newsprint consumers had not been consulted in the drafting of the supplemental code, although the code for the industry, approved by the President Nov. 17, provided that the code authority "may confer with the members of the industry and the consumers of its product in respect of the stabilization of the industry and the elimination of unfair practices and destructive competitive prices, and may formulate and submit to the Administrator its recommendations to that end."

After the preparation of the supplemental code and its submission to the NRA, the code authority of the newsprint industry transmitted a copy of it to the A. N. P. A. and the regional association with a request that the associations give it consideration and if possible approve it. It asked for a conference with representatives of the publishers' organizations in anticipation of a public hearing in Washington, the date for which has now been fixed for Feb. 1.

A copy of the proposed supplemental code was submitted to all members of the A. N. P. A. and comments were asked for. It was also submitted to attorneys of the association and various newspapers submitted it to their attorneys for consideration.

On Jan. 23 the board of directors of the A. N. P. A., the newsprint committee and others met to consider the supplemental code and as a result of that meeting it was decided that the code as submitted by the code authority was inimical to the interests of publishers and that it should be opposed in every proper manner.

On Jan. 24 a conference was held and attended by the code authority of the newsprint industry, members of the board of directors and newsprint committee of the A. N. P. A. and others. The position of the publishers was stated to the code authority of the newsprint industry as follows:

"The proposal of the newsprint code authority has been carefully considered. It has been studied paragraph by paragraph and in its entirety. The board of directors and newsprint committee of the A. N. P. A. have reached the conclusion that this association cannot and should not approve it in whole or in part. The supplemental code appears to us to be violative of sound legal principles and business economics. For these reasons, if the supplemental code is further insisted upon by the code authority, this association feels compelled to oppose it at the public hearing and to take every proper step to prevent its approval."

A bulletin to members sent out this week described the meetings as follows:

"After considerable discussion the attorney for the newsprint code authority was asked to explain the provisions of the code to the publishers present. This was done and the conference adjourned. Publishers will be prepared to present their views formally to the NRA which now has jurisdiction over this proposal. It is also expected that the publishers will oppose any application of Section 3 (e) to the newsprint industry.

"At the conference on Jan. 24 it was pointed out that under the zone plan proposed in the supplemental code, the prices of newsprint at certain destinations have been changed. The attention of the code authority was called to the fact that this might throw certain publications out of line with their competitors. The code authority called attention to the fact that under Section 13 of Article III provision was made for the adjustment of these cases. The attention of publishers is particularly called to bulletin No. 171, under date of Jan. 10, 1934, which gives the locations of the towns with reference to the zones referred to in Schedule 'A'. Publishers finding their positions thrown out of line should immediately communicate with the general manager of the A. N. P. A., so that if this zone system should be approved their cases can be promptly submitted to the code authority for purpose of adjustment."

Members of the Newsprint Code Authority present were: Edgar Rickard, vice-chairman, Newsprint Code Authority; J. D. Zellerbach, Crown-Zellerbach Corporation; A. R. Graustein, International Paper Company; Thomas Allen, Great Northern Paper Company; A. L. Hobson, St. Croix Paper Company; C. K. Blandin, Blandin Paper Company; L. A. Furlong, Minnesota & Ontario Paper Company; Roy C. Hollis, *New York Daily News*, NRA representative.

Others present by invitation of the code authority were: L. J. Belnap, Consolidated Paper Corporation; G. T. Clarkson, Abitibi Power & Paper Company; A. B. Lowenstein, Crown-Zellerbach Corporation; H. M. Joyce, Great Northern Paper Company; R. S. Kellogg, secretary, Association of Newsprint Manufacturers; Thurlow Gordon, counsel, Association of Newsprint Manufacturers; F. E. Murphy, president, *Minneapolis Tribune;* J. S. Milloy, Manistique Pulp & Paper Company.

The publishers' representatives were: Howard Davis, *New York Herald Tribune* and president of the A. N. P. A.; E. H. Butler, *Buffalo Evening News;* J. S. Parks, *Fort Smith* (Ark.) *Times-Record;* S. R. Winch, *Portland* (Ore.) *Journal;* W. G. Chandler and J. L. Blake, Scripps-Howard Newspapers; F. I. Ker, *Hamilton* (Ont.) *Spectator;* J. D. Coffin and Geoffrey Conta, Hearst Newspapers; C. R. Butler, Inland Daily Press Association; Elisha Hanson, Washington attorney, and L. B. Palmer, general manager, A. N. P. A.

### REFRIGERATOR BUDGETS UP

**Leonard and Kelvinator Plan Their Biggest Advertising Campaigns**

Leonard Refrigerator Co., of Detroit and Grand Rapids, encouraged by the business upturn and the success enjoyed by the electric refrigeration industry in 1933, this year will launch the largest advertising, sales, and promotion campaign in its history, it was announced Jan. 20 by Godfrey Strelinger, sales manager. A series of 40 meetings have been arranged in key cities from coast to coast in order to get the enlarged campaign under way.

Kelvinator Corporation likewise is planning the most ambitious advertising and sales program in its twenty-year history for 1934. Increased newspaper and national advertising schedules are being prepared by Brooke Smith & French, Inc., Detroit.

### EDITOR & PUBLISHER CALENDAR

**Jan. 29-30—Advertising Departmental, New York State Dailies, meeting, Syracuse.**

**Feb. 2—Audit Bureau of Circulations, Board of Directors meeting, White Sulphur Springs.**

**Feb. 2-3—Pennsylvania Newspaper Publishers' Assn., annual convention, Benjamin Franklin Hotel, Philadelphia.**

**Feb. 5—New Jersey Press Assn., winter meeting, Stacy-Trent Hotel, Trenton.**

**Feb. 5—New York State Association of Newspaper Classified Advertising Managers, meeting, Rochester.**

**Feb. 6-7—New York Associated Dailies, annual meeting, Syracuse, N. Y.**

**Feb. 8-10—Ohio Newspaper Association; Associated Ohio Dailies; Buckeye Press Assn.; Ohio Select List and Associated Press editors, meetings, Columbus.**

**Feb. 11-12—Midwest Advertising Managers' Assn., meeting, Kansas City, Mo.**

**Feb. 12-13—Midwest Circulation Managers' Assn., annual meeting, Hotel Muehlebach, Kansas City, Mo.**

**Feb. 16-17—South Dakota Press Assn., mid-winter convention, Sioux Falls, S. D.**

### RULES ON ADVERTISING TAX

**Texas Supreme Court Finds San Antonio Levy Invalid**

(*By telegraph to* EDITOR & PUBLISHER)

SAN ANTONIO, Jan. 24—The Texas supreme court today held invalid San Antonio's municipal civic advertising tax levy because such a levy is not specifically authorized in the city charter. The court at the same time upheld a similar tax for Taylor because the Taylor charter does authorize it.

The San Antonio tax began in 1929 with a levy of three mills. The rate was raised to five mills the two following years. Paid space was taken in leading newspapers and magazines to advertise San Antonio. Frank G. Huntress, publisher, *Express and News*, headed a municipal advertising board.

The San Antonio levy was made under the section of the charter providing for general welfare. It was attacked in 1931 by Paul Anderson and Ivan A. Britt. The fourth district court of appeals reversed the trial court and now the supreme tribunal takes the view of the trial court.

### WASHINGTON DAILIES MEET

**Herbert Campbell Elected President of Coast Group**

(*By telegraph to* EDITOR & PUBLISHER)

SEATTLE, Jan. 22—The feeling that President Roosevelt may not sign the newspaper code was expressed here by many of 27 representatives of the Allied Daily Newspapers of Washington at the annual meeting last week, following a talk on the code by E. F. Bitler, secretary, Pacific Northwest Newspaper Association.

Members elected Herbert Campbell, *Vancouver Columbian*, president; Russell Mack, *Aberdeen World*, vice-president; and Harry Averill, *Mount Vernon Herald;* Cliff Kaynor, *Ellensburg Record*, and Leonard Deal, *Eeverett News*, to the executive board.

The group unsuccessfully petitioned Governor Martin to kill a section of the new state sale of liquor bill giving the liquor board power to regulate advertising of all liquors.

Allied newspapers also asked that the Copeland food and drugs bill be killed.

### TRYON NAMED AD MANAGER

Elmer Tryon, formerly of *Ironwood* (Mich.) *Daily Globe*, has been appointed advertising manager of the *Marinette* (Wis.) *Eagle-Star*, Frank E. Noyes, publisher, announced this week. After being without national representation for a number of years, the Eagle-Star has appointed Devine-Tenney Corporation to represent it nationally.

# NEW 'PAY WITH SPACE' PLAN OPERATING

## Washington Press Service Offers News Coverage in Return For Space Which is Offered at One-Fourth of Card Rate

What appears to be a new attempt to break down the newspaper advertising rate structure and at the same time use the news columns of southern newspapers for the benefit of the "bargain-hunting" type of advertiser, is disclosed this week by EDITOR & PUBLISHER with the receipt of a letter signed by Newell White, director of Southern Press Service, 1315 H St, N.W., Washington, D. C., addressed to "Mr. Thrif T. Spacebuyer, Advertising Media Dept., New Dealtown, U. S. A."

The plan, as outlined in Mr. White's letter, provides for complete Washington news coverage to southern dailies not having regular Washington correspondents, with the Southern Press Service taking its pay in advertising space and offering, in turn, this space for one-fourth the regular rates, with the usual agency discount. The only limitation placed upon the advertiser is that the maximum amount of space he can use under this plan is six inches, or 84 lines per insertion, with copy to be uniform for all papers.

This latest attempt to tear down the existing newspaper rate structure recently came to the attention of one of the large retail chain store organizations with headquarters in Chicago. EDITOR & PUBLISHER was told that this large user of newspaper advertising would not consider being a partner to such a scheme.

"We are as anxious as anyone to place our advertising at as low a rate as is possible," said an official of the chain store organization, "but we will not resort to such tactics as proposed by the Southern Press Service."

Mr. White's letter to space buyers states:

"Do you like bargains?

"There are 216 live daily newspapers in the 11 Southern States which have no regular Washington correspondents. These are in cities up to 100,000 population, and include such places as Little Rock, Paducah, Spartanburg, High Point, Augusta.

"To a picked few of these dailies, beginning with 25 or less and eventually reaching about 75, we are offering a complete Washington coverage, taking our pay in advertising space.

"We can offer YOU this space for ONLY ONE-FOURTH the regular rates, with the usual agency discount. You may have one inch, or six, or anywhere between, on these terms, in all our client papers, and your ad will appear on LOCAL NEWS pages.

"The procedure is simple: As we accept newspaper clients, we notify you. You then send them your electros or copy for the fixed space you reserve. The papers send you checking copies, and each month you pay us for the space used—at JUST ONE-FOURTH what you otherwise would pay the papers.

"Naturally, we first sounded out representative dailies in the South; the response is favorable; our job now is to select far-separated, non-overlapping papers, the best in their respective areas.

"This space offer to you, at this far-reduced rate, is just to launch things. Later, this reduction will be only ONE-HALF instead of THREE-FOURTHS. But by starting with us, you may keep this ONE-FOURTH rate, at your option, henceforth—IF you come in with us now."

Enclosed with the letter was a space reservation blank.

### FAIRCHILDS TO MIAMI

Herbert B. Fairchild, advertising manager of the *New York Sun*, and Mrs. Fairchild left New York Jan. 23 for Miami, Fla. They will spend two weeks on a yacht cruise in Southern waters.

# REDUCED WIRE COSTS SOUGHT ON COAST

## California Publishers Working For Abbreviated Service—Say Unimportant Movie News Is Overemphasized at Present in Reports—Maitland R. Henry Elected President

By EARL BURKE

(*By telegraph to* EDITOR & PUBLISHER)

OVEREMPHASIS upon Hollywood antics and foibles of Sister Aimee, Dave Hutton and other highly publicized personages in press association news to the exclusion of more worthwhile and valuable news matter received severe criticism at forty-sixth annual convention of the California Newspaper Publishers Association held at Santa Barbara last week, and a committee was appointed to wait upon the press services and ask for a change in policy.

The handling of political advertising, whether the association shall function as an advertising agency in placing business, reforms in publishing of legal notices, a new abbreviated teletype news service for smaller dailies and plans for first observance of Newspaper Appreciation Week were other major subjects of discussion on a crowded, practical program of business. Code discussions which have taken so much time during the past six months were barred from the program so that publishers could concentrate upon more timely subjects calling for immediate solution and more in line with the convention theme of "Back to Business."

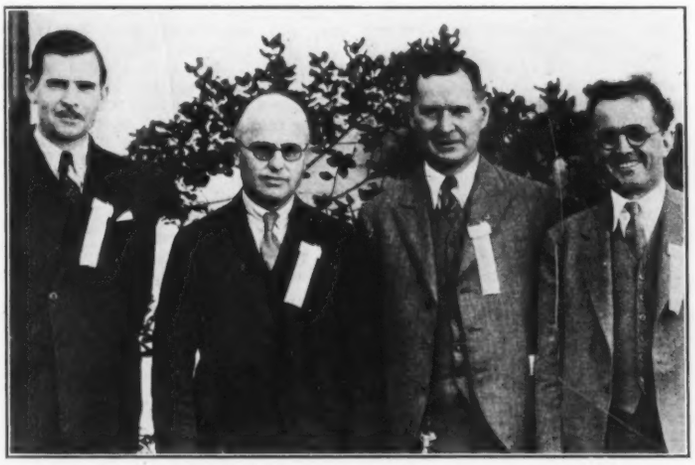
The convention had 350 registrations, with newspapers represented over a wider territory than ever before, ranging from the Oregon state line to the Mexican border.

At the concluding session the following new officers were elected unanimously: Vice-President Maitland R. Henry, of the *Livermore Herald*, was advanced to president, suceeding Dan L. Beebe, of the *Oroville Mercury-Register;* Vice-President Clark F. Waite of Southern California Newspapers Associated was re-elected vice-president of the dailies division; Frank Rospaw of the *Placentia Courier* became vice-president of the weeklies division; Frank Appleby, *Ontario Report*, became treasurer, succeeding Harvey R. Ling of the *Burbank Review.*

The new state advisory council consists of Ronald M. Adam, *Lompoc Record;* Percy M. Whiteside, *Tulare Advance-Register;* Lowell C. Pratt, *Selma Irrigator;* H. B. Cook, Jr., *San Carlos Enquirer;* C. L. Day, *Eureka Humboldt Standard;* W. C. Costello, *El Centro Imperial Valley Press;* Harry T. Silver, *Walnut Creek Courier-Journal;* Ernest L. Finley, *Santa Rosa Press-Democrat;* Carl Barkow, *Banning Record;* Fred Rolens, *South Pasadena Foothill Review;* W. A. Shepherd, *Auburn Herald;* George W. Lynn, *Santa Barbara News-Press;* A. A. McMullen, *Yuba City Independent;* George H. Moore, *Lodi Sentinel;* Paul W. Moore, *Redlands Facts;* Florence J. O'Brien, *Chico Enterprise;* George H. Payne, *San Jose News;* R. B. Kennedy, *Whittier News;* J. B. Phillips, *Brea Progress;* William Shea, *Culver City Star-News;* Oliver B. Jaynes, *Highland Park News-Herald;* Preston B. Smith, *La Mesa Scout;* J. F. Galvin, *Richmond Independent;* Horace E. Thomas, *Marysville Appeal-Democrat;* Harry Hammond, *Riverside Press and Enterprise*, and Ross Draper, *Susanville Lassen Advocate.*

After registration at Chamber of Commerce headquarters, where all visitors were photographed and given Spanish passports for identification, the convention opened at the president's luncheon served in the open air at El Paseo restaurant. Here amid a setting of old Spain and Spanish entertainment, and under sunny skies, Harvey T. Nielson, mayor of Santa Barbara, extended a hospitable welcome. President Dan L. Beebe responded and introduced the host publishers: Arthur M. Clark, *Carpenteria Herald;* Ronald M. Adam, *Lompoc Herald;* T. M. Storke, *Santa Barbara News-Press;* E. L. Peterson, *Santa Amaria Times*, and Walter L. Hanson, *Solvang Santaynez Valley News.*

The convention then met in the Masonic Temple for two departmental meetings; the dailies division under Vice-President Clark F. Waite and the weeklies division under Vice-President Maitland R. Henry.



**A group of new and retiring officers of California Newspaper Publishers' Association. Left to right, Harvey R. Ling, retiring treasurer; Dan Beebe, retiring president; Maitland R. Henry, newly elected president, and Clark F. Waite, new first vice-president.**

In the dailies departmental Earl McCallum, *San Mateo Times,* led a discussion on "Mechanical Production Costs," citing a form he used showing mechanical production as related to news space. fillers and cuts, whereby the stream of news copy required each day is regulated. He said that 40 per cent of gross cost goes into the composing room and emphasized the importance of getting the right foreman to cut down composing room costs.

The discussion of "Newspaper Accounting" was led by E. R. Lovett, *Palo Alto Times.* He told how his committee is conducting a cost survey, with ten papers sending in their accounting percentages, so participating publishers can find out if their costs are out of line. Between 35 and 40 newspapers are expected to cooperate on this survey this year.

"Free Distribution Competition" discussion was led by Ray Lovett. It was brought out by a showing of hands that many California newspapers are now engaged in free distribution with some kind of shopper to avoid this form of competition coming from some new competitor. According to H. G. Spaulding, *Alameda Times-Star* and Judge Harlan Palmer, *Hollywood News-Citizen,* free distribution sheets seem to be a metropolitan problem rather than in smaller communities.

A heated discussion of "Wire Service" under Chairman Roy Pinkerton, *Ventura County Star,* brought out severe criticism of the policy by which leading news services send over their wires many items dealing with Sister Aimee, Dave Hutton and the idiosyncrasies of Hollywood motion picture folk and exclude "bona fide" news. Dailies in smaller cities reported not getting the kind of wire report they need and asked for greater variety, fewer long articles. They also asked for a new abbreviated teletype service.

Representatives of press services replied that few complaints had been received because of hourly reports sent out on Greta Garbo's recent motor tour. It was admitted that out of every hundred average items in the press service from Southern California, 48 would have a Hollywood date line. More variety was said to be given by press associations than ever before.

Chairman Rex Kennedy led the discussion on "Local News Features," and pointed out that people are most interested in home affairs next to events of national import. He suggested checking up continually on features being used.

The discussion on "Circulation Problems" was led by Phil Knox. He advocated that publishers give more time to seeing that carriers are doing a first-class job.

The general discussion on "The Advertising Forum" was led by Vernon Churchill, *Berkeley Gazette,* and former advertising agency executive. He gave a very favorable forecast of coming improvement in national advertising for newspapers. He said magazines are the best barometer of advertising conditions because magazine space must be signed up earlier than for other media and said Curtis Publishing Company now has under contract for six months of this year advertising that equals the entire amount carried during 12 months of last year.

The weeklies departmental opened with a discussion of "A Column in the Weekly Newspaper," led by Mrs. Harry T. Silver and J. B. Phillips. Mrs. Silver uses the column for items not big enough for news stories. Mr. Phillips told how he has discussed local advertising advantages in his column and obtained increased advertising from local merchants. Fifteen newspapers represented in the departmental are using a column.

"New Laws Affecting California Newspapers"—Assemblyman Ford Chatters, *Lindsay Gazette,* reported that 300 new laws had been introduced at the last session of state legislature which might have had an adverse affect on newspapers but that the association legislative committee had been able to prevent much legislation being passed that was considered detrimental to newspapers. Telford Work, *Pacific Palisadian,* reported for the legal printing committee in present law governing publishing of delinquent tax notices. The Los Angeles county delinquent tax list now requires 700 pages of seven columns each. This year's list is being published in a Los Angeles legal journal of only 1,800 circulation and costs the county $104,000. The board of supervisors instructed that this list be broken down into townships or high school districts so publication could be made in local newspapers of the communities interested. The Board then found that under state law the county tax collector has the say where such publication is to be made. The Los Angeles county board has since started an effort to have the legislature amend the law so greater circulation can be obtained by publishing such lists in local newspapers.

Frank Markham, *Van Nuys News,* told how that newspaper by using aggressive promotion every week throughout the year had made an increase of 12,000 inches in advertising.

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(*Continued on page XIII*)

# SUPPLEMENTARY NEWSPRINT CODE VIGOROUSLY OPPOSED BY A. N. P. A.

## Publishers' Board and Paper Committee Find Proposed Regulations Inimical to Newspapers—Will Protest Them at Public Hearing in Washington

VIGOROUS opposition to the proposed supplemental code for the newsprint industry, now pending before the NRA, was expressed by the American Newspaper Publishers' Association's board of directors and newsprint committee in New York this week. Also the petition of the newsprint industry, filed last week, asking that the President apply Section 3 (e) of the Recovery Act so as to regulate the importation of newsprint during the life of the code will likely be protested.

The supplemental code would fix the $41 base price for newsprint, and effect an agreement with Canadian producers on trade practices.

The objection of the publishers is that the supplemental code is "violative of sound legal principles and business economics." It was also pointed out that under the supplemental code, the prices of newsprint at certain destinations have been changed, "which might throw certain publications out of line with their competitors."

The A. N. P. A. and its newsprint committee also made the point that newsprint consumers had not been consulted in the drafting of the supplemental code, although the code for the industry, approved by the President Nov. 17, provided that the code authority "may confer with the members of the industry and the consumers of its product in respect of the stabilization of the industry and the elimination of unfair practices and destructive competitive prices, and may formulate and submit to the Administrator its recommendations to that end."

After the preparation of the supplemental code and its submission to the NRA, the code authority of the newsprint industry transmitted a copy of it to the A. N. P. A. and the regional association with a request that the associations give it consideration and if possible approve it. It asked for a conference with representatives of the publishers' organizations in anticipation of a public hearing in Washington, the date for which has now been fixed for Feb. 1.

A copy of the proposed supplemental code was submitted to all members of the A. N. P. A. and comments were asked for. It was also submitted to attorneys of the association and various newspapers submitted it to their attorneys for consideration.

On Jan. 23 the board of directors of the A. N. P. A., the newsprint committee and others met to consider the supplemental code and as a result of that meeting it was decided that the code as submitted by the code authority was inimical to the interests of publishers and that it should be opposed in every proper manner.

On Jan. 24 a conference was held and attended by the code authority of the newsprint industry, members of the board of directors and newsprint committee of the A. N. P. A. and others. The position of the publishers was stated to the code authority of the newsprint industry as follows:

"The proposal of the newsprint code authority has been carefully considered. It has been studied paragraph by paragraph and in its entirety. The board of directors and newsprint committee of the A. N. P. A. have reached the conclusion that this association cannot and should not approve it in whole or in part. The supplemental code appears to us to be violative of sound legal principles and business economics. For these reasons, if the supplemental code is further insisted upon by the code authority, this association feels compelled to oppose it at the public hearing and to take every proper step to prevent its approval."

A bulletin to members sent out this week described the meetings as follows:

"After considerable discussion the attorney for the newsprint code authority was asked to explain the provisions of the code to the publishers present. This was done and the conference adjourned. Publishers will be prepared to present their views formally to the NRA which now has jurisdiction over this proposal. It is also expected that the publishers will oppose any application of Section 3 (e) to the newsprint industry.

"At the conference on Jan. 24 it was pointed out that under the zone plan proposed in the supplemental code, the prices of newsprint at certain destinations have been changed. The attention of the code authority was called to the fact that this might throw certain publications out of line with their competitors. The code authority called attention to the fact that under Section 13 of Article III provision was made for the adjustment of these cases. The attention of publishers is particularly called to bulletin No. 171, under date of Jan. 10, 1934, which gives the locations of the towns with reference to the zones referred to in Schedule 'A'. Publishers finding their positions thrown out of line should immediately communicate with the general manager of the A. N. P. A., so that if this zone system should be approved their cases can be promptly submitted to the code authority for purpose of adjustment."

Members of the Newsprint Code Authority present were: Edgar Rickard, vice-chairman, Newsprint Code Authority; J. D. Zellerbach, Crown-Zellerbach Corporation; A. R. Graustein, International Paper Company; Thomas Allen, Great Northern Paper Company; A. L. Hobson, St. Croix Paper Company; C. K. Blandin, Blandin Paper Company; L. A. Furlong, Minnesota & Ontario Paper Company; Roy C. Hollis, *New York Daily News*, NRA representative.

Others present by invitation of the code authority were: L. J. Belnap, Consolidated Paper Corporation; G. T. Clarkson, Abitibi Power & Paper Company; A. B. Lowenstein, Crown-Zellerbach Corporation; H. M. Joyce, Great Northern Paper Company; R. S. Kellogg, secretary, Association of Newsprint Manufacturers; Thurlow Gordon, counsel, Association of Newsprint Manufacturers; F. E. Murphy, president, *Minneapolis Tribune;* J. S. Milloy, Manistique Pulp & Paper Company.

The publishers' representatives were: Howard Davis, *New York Herald Tribune* and president of the A. N. P. A.; E. H. Butler, *Buffalo Evening News;* J. S. Parks, *Fort Smith* (Ark.) *Times-Record;* S. R. Winch, *Portland* (Ore.) *Journal;* W. G. Chandler and J. L. Blake, Scripps-Howard Newspapers; F. I. Ker, *Hamilton* (Ont.) *Spectator;* J. D. Coffin and Geoffrey Conta, Hearst Newspapers; C. R. Butler, Inland Daily Press Association; Elisha Hanson, Washington attorney, and L. B. Palmer, general manager, A. N. P. A.

### REFRIGERATOR BUDGETS UP

**Leonard and Kelvinator Plan Their Biggest Advertising Campaigns**

Leonard Refrigerator Co., of Detroit and Grand Rapids, encouraged by the business upturn and the success enjoyed by the electric refrigeration industry in 1933, this year will launch the largest advertising, sales, and promotion campaign in its history, it was announced Jan. 20 by Godfrey Strelinger, sales manager. A series of 40 meetings have been arranged in key cities from coast to coast in order to get the enlarged campaign under way.

Kelvinator Corporation likewise is planning the most ambitious advertising and sales program in its twenty-year history for 1934. Increased newspaper and national advertising schedules are being prepared by Brooke Smith & French, Inc., Detroit.

### EDITOR & PUBLISHER CALENDAR

**Jan. 29-30—Advertising Departmental, New York State Dailies, meeting, Syracuse.**

**Feb. 2—Audit Bureau of Circulations, Board of Directors meeting, White Sulphur Springs.**

**Feb. 2-3—Pennsylvania Newspaper Publishers' Assn., annual convention, Benjamin Franklin Hotel, Philadelphia.**

**Feb. 5—New Jersey Press Assn., winter meeting, Stacy-Trent Hotel, Trenton.**

**Feb. 5—New York State Association of Newspaper Classified Advertising Managers, meeting, Rochester.**

**Feb. 6-7—New York Associated Dailies, annual meeting, Syracuse, N. Y.**

**Feb. 8-10—Ohio Newspaper Association; Associated Ohio Dailies; Buckeye Press Assn.; Ohio Select List and Associated Press editors, meetings, Columbus.**

**Feb. 11-12—Midwest Advertising Managers' Assn., meeting, Kansas City, Mo.**

**Feb. 12-13—Midwest Circulation Managers' Assn., annual meeting, Hotel Muehlebach, Kansas City, Mo.**

**Feb. 16-17—South Dakota Press Assn., mid-winter convention, Sioux Falls, S. D.**

### RULES ON ADVERTISING TAX

**Texas Supreme Court Finds San Antonio Levy Invalid**

(*By telegraph to* EDITOR & PUBLISHER)

SAN ANTONIO, Jan. 24—The Texas supreme court today held invalid San Antonio's municipal civic advertising tax levy because such a levy is not specifically authorized in the city charter. The court at the same time upheld a similar tax for Taylor because the Taylor charter does authorize it.

The San Antonio tax began in 1929 with a levy of three mills. The rate was raised to five mills the two following years. Paid space was taken in leading newspapers and magazines to advertise San Antonio. Frank G. Huntress, publisher, *Express and News*, headed a municipal advertising board.

The San Antonio levy was made under the section of the charter providing for general welfare. It was attacked in 1931 by Paul Anderson and Ivan A. Britt. The fourth district court of appeals reversed the trial court and now the supreme tribunal takes the view of the trial court.

### WASHINGTON DAILIES MEET

**Herbert Campbell Elected President of Coast Group**

(*By telegraph to* EDITOR & PUBLISHER)

SEATTLE, Jan. 22—The feeling that President Roosevelt may not sign the newspaper code was expressed here by many of 27 representatives of the Allied Daily Newspapers of Washington at the annual meeting last week, following a talk on the code by E. F. Bitler, secretary, Pacific Northwest Newspaper Association.

Members elected Herbert Campbell, *Vancouver Columbian*, president; Russell Mack, *Aberdeen World*, vice-president; and Harry Averill, *Mount Vernon Herald;* Cliff Kaynor, *Ellensburg Record*, and Leonard Deal, *Eeverett News*, to the executive board.

The group unsuccessfully petitioned Governor Martin to kill a section of the new state sale of liquor bill giving the liquor board power to regulate advertising of all liquors.

Allied newspapers also asked that the Copeland food and drugs bill be killed.

### TRYON NAMED AD MANAGER

Elmer Tryon, formerly of *Ironwood* (Mich.) *Daily Globe*, has been appointed advertising manager of the *Marinette* (Wis.) *Eagle-Star*, Frank E. Noyes, publisher, announced this week. After being without national representation for a number of years, the Eagle-Star has appointed Devine-Tenney Corporation to represent it nationally.

# NEW 'PAY WITH SPACE' PLAN OPERATING

## Washington Press Service Offers News Coverage in Return For Space Which is Offered at One-Fourth of Card Rate

What appears to be a new attempt to break down the newspaper advertising rate structure and at the same time use the news columns of southern newspapers for the benefit of the "bargain-hunting" type of advertiser, is disclosed this week by EDITOR & PUBLISHER with the receipt of a letter signed by Newell White, director of Southern Press Service, 1315 H St., N.W., Washington, D. C., addressed to "Mr. Thrif T. Spacebuyer, Advertising Media Dept., New Dealtown, U. S. A."

The plan, as outlined in Mr. White's letter, provides for complete Washington news coverage to southern dailies not having regular Washington correspondents, with the Southern Press Service taking its pay in advertising space and offering, in turn, this space for one-fourth the regular rates, with the usual agency discount. The only limitation placed upon the advertiser is that the maximum amount of space he can use under this plan is six inches, or 84 lines per insertion, with copy to be uniform for all papers.

This latest attempt to tear down the existing newspaper rate structure recently came to the attention of one of the large retail chain store organizations with headquarters in Chicago. EDITOR & PUBLISHER was told that this large user of newspaper advertising would not consider being a partner to such a scheme.

"We are as anxious as anyone to place our advertising at as low a rate as is possible," said an official of the chain store organization, "but we will not resort to such tactics as proposed by the Southern Press Service."

Mr. White's letter to space buyers states:

"Do you like bargains?

"There are 216 live daily newspapers in the 11 Southern States which have no regular Washington correspondents. These are in cities up to 100,000 population, and include such places as Little Rock, Paducah, Spartanburg, High Point, Augusta.

"To a picked few of these dailies, beginning with 25 or less and eventually reaching about 75, we are offering a complete Washington coverage, taking our pay in advertising space.

"We can offer YOU this space for ONLY ONE-FOURTH the regular rates, with the usual agency discount. You may have one inch, or six, or anywhere between, on these terms, in all our client papers, and your ad will appear on LOCAL NEWS pages.

"The procedure is simple: As we accept newspaper clients, we notify you. You then send them your electros or copy for the fixed space you reserve. The papers send you checking copies, and each month you pay us for the space used—at JUST ONE-FOURTH what you otherwise would pay the papers.

"Naturally, we first sounded out representative dailies in the South; the response is favorable; our job now is to select far-separated, non-overlapping papers, the best in their respective areas.

"This space offer to you, at this far-reduced rate, is just to launch things. Later, this reduction will be only ONE-HALF instead of THREE-FOURTHS. But by starting with us, you may keep this ONE-FOURTH rate, at your option, henceforth—IF you come in with us now."

Enclosed with the letter was a space reservation blank.

### FAIRCHILDS TO MIAMI

Herbert B. Fairchild, advertising manager of the *New York Sun*, and Mrs. Fairchild left New York Jan. 23 for Miami, Fla. They will spend two weeks on a yacht cruise in Southern waters.

# REDUCED WIRE COSTS SOUGHT ON COAST

## California Publishers Working For Abbreviated Service—Say Unimportant Movie News Is Overemphasized at Present in Reports—Maitland R. Henry Elected President

By EARL BURKE

(*By telegraph to* EDITOR & PUBLISHER)

OVEREMPHASIS upon Hollywood antics and foibles of Sister Aimee, Dave Hutton and other highly publicized personages in press association news to the exclusion of more worthwhile and valuable news matter received severe criticism at forty-sixth annual convention of the California Newspaper Publishers Association held at Santa Barbara last week, and a committee was appointed to wait upon the press services and ask for a change in policy.

The handling of political advertising, whether the association shall function as an advertising agency in placing business, reforms in publishing of legal notices, a new abbreviated teletype news service for smaller dailies and plans for first observance of Newspaper Appreciation Week were other major subjects of discussion on a crowded, practical program of business. Code discussions which have taken so much time during the past six months were barred from the program so that publishers could concentrate upon more timely subjects calling for immediate solution and more in line with the convention theme of "Back to Business."

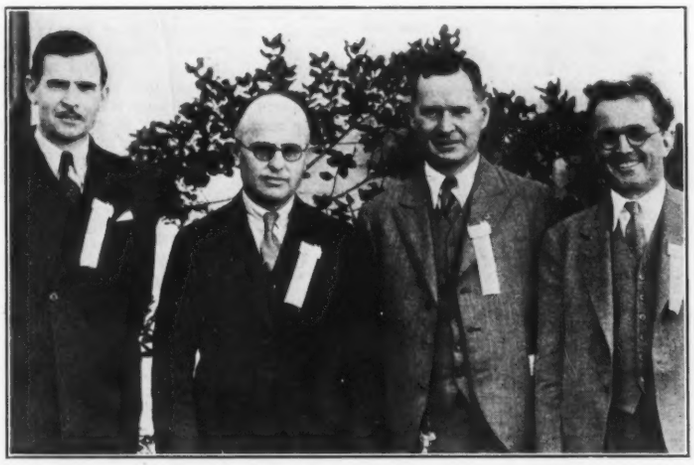
The convention had 350 registrations, with newspapers represented over a wider territory than ever before, ranging from the Oregon state line to the Mexican border.

At the concluding session the following new officers were elected unanimously: Vice-President Maitland R. Henry, of the *Livermore Herald*, was advanced to president, suceeding Dan L. Beebe, of the *Oroville Mercury-Register;* Vice-President Clark F. Waite of Southern California Newspapers Associated was re-elected vice-president of the dailies division; Frank Rospaw of the *Placentia Courier* became vice-president of the weeklies division; Frank Appleby, *Ontario Report*, became treasurer, succeeding Harvey R. Ling of the *Burbank Review.*

The new state advisory council consists of Ronald M. Adam, *Lompoc Record;* Percy M. Whiteside, *Tulare Advance-Register;* Lowell C. Pratt, *Selma Irrigator;* H. B. Cook, Jr., *San Carlos Enquirer;* C. L. Day, *Eureka Humboldt Standard;* W. C. Costello, *El Centro Imperial Valley Press;* Harry T. Silver, *Walnut Creek Courier-Journal;* Ernest L. Finley, *Santa Rosa Press-Democrat;* Carl Barkow, *Banning Record;* Fred Rolens, *South Pasadena Foothill Review;* W. A. Shepherd, *Auburn Herald;* George W. Lynn, *Santa Barbara News-Press;* A. A. McMullen, *Yuba City Independent;* George H. Moore, *Lodi Sentinel;* Paul W. Moore, *Redlands Facts;* Florence J. O'Brien, *Chico Enterprise;* George H. Payne, *San Jose News;* R. B. Kennedy, *Whittier News;* J. B. Phillips, *Brea Progress;* William Shea, *Culver City Star-News;* Oliver B. Jaynes, *Highland Park News-Herald;* Preston B. Smith, *La Mesa Scout;* J. F. Galvin, *Richmond Independent;* Horace E. Thomas, *Marysville Appeal-Democrat;* Harry Hammond, *Riverside Press and Enterprise*, and Ross Draper, *Susanville Lassen Advocate.*

After registration at Chamber of Commerce headquarters, where all visitors were photographed and given Spanish passports for identification, the convention opened at the president's luncheon served in the open air at El Paseo restaurant. Here amid a setting of old Spain and Spanish entertainment, and under sunny skies, Harvey T. Nielson, mayor of Santa Barbara, extended a hospitable welcome. President Dan L. Beebe responded and introduced the host publishers: Arthur M. Clark, *Carpenteria Herald;* Ronald M. Adam, *Lompoc Herald;* T. M. Storke, *Santa Barbara News-Press;* E. L. Peterson, *Santa Amaria Times*, and Walter L. Hanson, *Solvang Santaynez Valley News.*

The convention then met in the Masonic Temple for two departmental meetings; the dailies division under Vice-President Clark F. Waite and the weeklies division under Vice-President Maitland R. Henry.



**A group of new and retiring officers of California Newspaper Publishers' Association. Left to right, Harvey R. Ling, retiring treasurer; Dan Beebe, retiring president; Maitland R. Henry, newly elected president, and Clark F. Waite, new first vice-president.**

In the dailies departmental Earl McCallum, *San Mateo Times*, led a discussion on "Mechanical Production Costs," citing a form he used showing mechanical production as related to news space. fillers and cuts, whereby the stream of news copy required each day is regulated. He said that 40 per cent of gross cost goes into the composing room and emphasized the importance of getting the right foreman to cut down composing room costs.

The discussion of "Newspaper Accounting" was led by E. R. Lovett, *Palo Alto Times.* He told how his committee is conducting a cost survey, with ten papers sending in their accounting percentages, so participating publishers can find out if their costs are out of line. Between 35 and 40 newspapers are expected to cooperate on this survey this year.

"Free Distribution Competition" discussion was led by Ray Lovett. It was brought out by a showing of hands that many California newspapers are now engaged in free distribution with some kind of shopper to avoid this form of competition coming from some new competitor. According to H. G. Spaulding, *Alameda Times-Star* and Judge Harlan Palmer, *Hollywood News-Citizen*, free distribution sheets seem to be a metropolitan problem rather than in smaller communities.

A heated discussion of "Wire Service" under Chairman Roy Pinkerton, *Ventura County Star*, brought out severe criticism of the policy by which leading news services send over their wires many items dealing with Sister Aimee, Dave Hutton and the idiosyncrasies of Hollywood motion picture folk and exclude "bona fide" news. Dailies in smaller cities reported not getting the kind of wire report they need and asked for greater variety, fewer long articles. They also asked for a new abbreviated teletype service.

Representatives of press services replied that few complaints had been received because of hourly reports sent out on Greta Garbo's recent motor tour. It was admitted that out of every hundred average items in the press service from Southern California, 48 would have a Hollywood date line. More variety was said to be given by press associations than ever before.

Chairman Rex Kennedy led the discussion on "Local News Features," and pointed out that people are most interested in home affairs next to events of national import. He suggested checking up continually on features being used.

The discussion on "Circulation Problems" was led by Phil Knox. He advocated that publishers give more time to seeing that carriers are doing a first-class job.

The general discussion on "The Advertising Forum" was led by Vernon Churchill, *Berkeley Gazette*, and former advertising agency executive. He gave a very favorable forecast of coming improvement in national advertising for newspapers. He said magazines are the best barometer of advertising conditions because magazine space must be signed up earlier than for other media and said Curtis Publishing Company now has under contract for six months of this year advertising that equals the entire amount carried during 12 months of last year.

The weeklies departmental opened with a discussion of "A Column in the Weekly Newspaper," led by Mrs. Harry T. Silver and J. B. Phillips. Mrs. Silver uses the column for items not big enough for news stories. Mr. Phillips told how he has discussed local advertising advantages in his column and obtained increased advertising from local merchants. Fifteen newspapers represented in the departmental are using a column.

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(*Continued on page XIII*)

# N. Y. GUILD ASKS PULITZER TO RESIGN; BORG ADDRESSES NEWARK GROUP

## New York Newspapermen Say Former World Publisher Is Not Fitted to Administer Press Code—Wage, Hours Survey Going Forward in Philadelphia

A VIGOROUS protest against the appointment of Ralph Pulitzer as deputy administrator of the NRA in charge of the newspaper code was made this week by the Newspaper Guild of New York.

The guild formally called upon Mr. Pulitzer to resign. His record as publisher of the *New York World*, it was stated, indicate that his interests are inimical to newspaper employes.

The protest was forwarded to President Roosevelt and NRA Administrator Hugh S. Johnson.

The following letter was sent to Mr. Pulitzer, following a resolution passed by the guild's representative assembly Jan. 22:

"Dear Mr. Pulitzer:

"The objections you raised in your letter to General Johnson to your appointment as Administrator of the Newspaper Code seem to the 1,100 members of the Newspaper Guild of New York, all editorial employes of New York newspapers, to be valid despite General Johnson's demurrer. Moreover, last night the Representative Assembly of the Guild passed the following resolution:

"'WHEREAS, we read in the press that Ralph Pulitzer has been appointed Deputy Administrator to have charge of the newspaper and allied codes; and

"'WHEREAS, we oppose the appointment of any publisher or any person affiliated by business interest with publishers; and

"'WHEREAS, we see nothing in Ralph Pulitzer's record as publisher of the one-time New York World to justify a belief that he will have the employes' interests fairly at heart in the position of deputy administrator; and

"'WHEREAS, on the contrary, his record in the closing-out of the New York World leaves him in no position to restrain even the most ruthless activities of any publisher in dealings with employes; and

"'WHEREAS, to the best of our knowledge, newspaper employes' organizations were not consulted in this appointment which may have a significant effect upon the future of the employes in this field;

"'THEREFORE, we, the members of the Representative Assembly of the Newspaper Guild of New York protest to General Johnson and to President Roosevelt against the appointment of Ralph Pulitzer and ask the appointment in his stead of a man who has demonstrated to labor's satisfaction that he has the true interests of labor at heart. We direct the Executive Committee to send copies of this resolution to the Executive Committee of the American Newspaper Guild and the Executive Committees of all local guilds in other cities with the suggestion that they take similar action.'

"Therefore, we are asking formally that you resign from this post.

"ALLEN RAYMOND, President,
"HEYWOOD BROUN, Vice-President."

At the meeting of the assembly, it was reported that positions had been obtained for 71 unemployed newspapermen with the CWA and 60 more would be put to work immediately in the Department of Public Markets of the City of New York.

Paul Frederickson, of the *New York Times*, was elected secretary of the New York guild, succeeding John Eddy, also of the Times, who resigned recently after his election as secretary of the American Newspaper Guild.

### Borg at Guild Meeting

(*Special to* EDITOR & PUBLISHER)

NEWARK, N. J., Jan. 22—John Borg, publisher of the *Hackensack Bergen Evening Record*, and Willard E. Bowman, editor of the *Newark Star-Eagle*, addressed members of the Newspaper Guild of Newark at a general meeting yesterday.

Mr. Borg gave a publishers' view of the guild and pointed out that it was not the publishers that the editorial employes were fighting but rather the wage monopoly of the unions in the newspaper business.

"Publishers," he said, "can pay out in wages only what comes in through the front office. If we are compelled by our agreements with unions to maintain a high salary scale and our revenue is badly cut by the business depression, the only thing left for us to do, much as we dislike to do it, is to cut the salary of the editorial office employe.

"If the guild will make it its objective to equalize the salaries of the editorial and office employe with those of the mechanical departments, the guild will find that its best friends will be the publishers."

Mr. Bowman said he was in favor of the movement, but admonished the group to shun trade unionism and radicalism.

The action of Paul Block, publisher of the *Star-Eagle* and other newspapers, in reinstating a dismissed Star-Eagle employe and in considering the cases of six other dismissed employes after a conference with Newark guild representatives was discussed.

In the case of the six others, it was reported by the guild committee that Mr. Block had instructed his general manager to give the persons affected a more liberal dismissal notice. An account of these cases was given in EDITOR & PUBLISHER last week, page 36.

The committee reported the dismissal pay proposed by Mr. Block was two weeks pay for six months employment, four weeks for a year, six weeks for less than two years, and three months for three years.

Mr. Block was invited to attend the meeting, but was out of town on that date. He invited guild members, however to be his guest at a buffet supper Jan. 25. The guild voted to accept.

The membership committee reported the Newark guild now numbers more than 170 members, new members including a number from the newly formed chapter at the *North Jersey Courier* in Orange.

### Holmes Heads Detroit Guild

(*Special to* EDITOR & PUBLISHER)

DETROIT, Mich., Jan. 23—Ralph Holmes, *Detroit Times*, was elected president of the Detroit Newspaper Guild at the Hotel Statler Sunday. William C. Richards, *Detroit Free Press*, was elected vice-president, and Clifford Epstein, *Detroit News*, secretary-treasurer. A resolution of condolence on the death of George E. Miller, former editor of Detroit News, was adopted.

Officers of the News and Times units, elected late last week, are as follows:

The News: Giles Kavanagh, president; Thomas McIntyre, vice-president; Margot Murphy, secretary-treasurer and Russell McLauchlin, member of the executive committee.

The Times: Ray Girardin, president; Lee J. Smits, vice-president; M. W. Mountjoy, secretary-treasurer, and Mr. Holmes, member of executive committee.

Officers of the Free Press unit were announced in EDITOR & PUBLISHER last week.

The first meeting of the executive committee of the Guild was held Tuesday noon at the Hotel Statler. Mr. Kavanagh, president of the News unit, was named chairman of the constitution committee. It is planned to present to the next meeting of the Guild a revision of the dues clause in the original constitution, dividing membership into two classes for the purpose of assessments. Those earning less than $35 would pay an entrance fee of $3 and monthly dues of 50 cents while those earning more than $35 would pay $5 and $1 monthly dues.

Floyd Nixon, Free Press, was named chairman of a graphic arts committee which will be composed of one photographer and one artist from each of the three papers and will lay before the executive committee the problems peculiar to those two departments.

Tom Howard, Free Press, was named chairman of the entertainment committee and Lee Smits, Times, chairman of the eligibility committee.

H. William Klare of the Hotels Statler, who, immediately after the World War had promised Detroit newspapermen that if they ever formed an organization he would provide them with permanent headquarters free, appeared at the meeting Tuesday noon and made good on his promise. Permanent quarters will be provided the Guild in the Hotel Statler. Another meting of the committee will be held in the Statler next Tuesday noon.

### Guild Surveying Wages

(*Special to* EDITOR & PUBLISHER)

PHILADELPHIA, Jan. 23—A comprehensive survey of the wages, working hours and pay cuts and pay restorations of the editorial employes of Philadelphia and Camden newspapers has been started by a committee of the Newspaper Guild of Philadelphia and Camden.

The committee is headed by Richard V. Cornish, *Camden Courier*. The survey is part of a plan sponsored by the American Newspaper Guild.

While the wage survey is considered vitally important by Paul Comly French, president of the Philadelphia and Camden Guild, he declared that other committees were making studies of problems which would enhance the economic position of editorial workers.

"We have passed through our organization period," French said, "and now with 600 members are ready to actively advance the interest of newspapermen. Many of our plans, we are confident, will not only benefit the members of the Guild, but will be of assistance to the publishers."

While the wage survey committee is handling one phase of the guild activities, another committee under John Park Lee, *Evening Ledger*, is making a study of unemployment insurance, old age pensions and group medical insurance.

A third committee, under the chairmanship of Mabel Love, *Daily News*, is investigating the possibilities of a cooperative buying plan which would increase the "real" wages of members of the guild.

### Buffalo Workers Organize

Decision to form a Buffalo newspaper guild was reached at a general meeting in the Hotel Statler in that city on Jan. 21.

It was voted unanimously to build the guild on the foundation of the old Buffalo Press Club, an incorporated body. The Press Club as such will be discontinued and its social and educational functions will be taken over by the guild.

P. D. Fahnestock, financial editor, *Buffalo Times*, was chosen acting chairman pending a formal election. Oviatt McConnell of the same newspaper was made acting secretary.

The constitution and by-laws of the Press Club were revised to permit the guild to be formed. Each daily will elect three members of the board of governors. A mass meeting of all editorial workers in Buffalo and Western New York will take place in the Statler Jan. 28 to complete the guild organization.

### Columbus Guild Elects

Three members of the staff of the *Columbus* (O.) *Citizen* were elected officers of the Columbus Newspaper Guild at a meeting Jan. 21. They are Earl Minderman, president; Francis G. Lauffer, vice-president, and William Marks, secretary-treasurer. The constitution provides for separate guild units with separate officers in each of the Columbus newspaper offices. The executive committee is to be composed of representatives of the editorial workers of the Columbus newspapers. Robert Abbey was named chairman of the publicity committee.

Since membership in the guild is comprised almost entirely of Citizen editorial workers, only representatives of that paper have been appointed to serve on the executive committee at the present time. About 20 editorial workers, representing the Citizen and the *Dispatch*, attended the meeting. A membership drive will be started immediately.

### New Guild in Virginia

Newspapermen of Norfolk, Va., and vicinity met Jan. 21, and organized the Norfolk-Portsmouth Newspaper Guild, and voted to take steps to become affiliated with the American Newspaper Guild.

Lenoir Chambers, associate editor, *Norfolk Virginian-Pilot*, was elected president. Tom Hanes, sports editor, *Norfolk Ledger-Dispatch*, and George Erhardt, *Portsmouth* (Va.) *Star*, were elected vice-presidents and Ralph K. T. Larson, feature editor, Virginian-Pilot, secretary and treasurer.

Four papers were represented in the local set-up having representatives from the Ledger-Dispatch, Virginian-Pilot, *Norfolk Daily Record* and the Portsmouth Star.

### Lansing Guild Elects

(*Special to* EDITOR & PUBLISHER)

LANSING Mich., Jan. 22—Organization of the Lansing Newspaper Guild was completed and constitution and by-laws adopted at the second meeting of local editorial workers yesterday. The Lansing chapter now has a membership of 19, all of whom have applied for membership in the National Guild.

Three of the temporary officers, Earle R. Pitt, president; George Alderton, vice-president, and Hayden R. Palmer, secretary, were retained and Kenneth R. West was elected treasurer. Executive committee members, besides the officers, are: Kenneth C. Park, Frank H. Sallows, and Joseph H. Creighton. All are employes of the *State Journal*.

### BROADER JOB FOR PULITZER

#### Heads New NRA Division—Rogers May Head PWA Labor Board

(*By telegraph to* EDITOR & PUBLISHER)

WASHINGTON, Jan. 25—Almost before he started to work with the NRA, Ralph Pulitzer received a promotion from Administrator Hugh S. Johnson.

Creation of a new division in NRA, to be known as Division No. 7, with Mr. Pulitzer as division administrator, was announced Jan. 24 by Gen. Johnson. Mr. Pulitzer still will have charge of codes for daily newspapers and the graphic arts. Rufus James Trimble, New York Attorney, will be executive assistant to Mr. Pulitzer.

Deputy Administrator Lindsay Rogers, who handled the newspaper and graphic arts codes, has submitted his resignation. It is understood that Dr. Rogers plans to go to the Public Works Administration as chairman of its Board of Labor Review. This board is charged with settling labor disputes on PWA projects if they cannot be settled locally. It was said that the new assignment will not interfere with Dr. Rogers' teaching at Columbia University.

### GOSHORN HEADS DAILIES

Robert C. Goshorn, publisher of the *Post-Tribune and Daily Capital News* of Jefferson City, was elected president of the Missouri Associated Dailies in Kansas City last week. M. W. Stauffer of the *Daily Forum*, Maryville, was chosen vice-president, and Mitchell White of the *Mexico Ledger* was re-elected secretary.

# PARK'S FINANCE FIRM ATTACKED BY DAILY

**"The Sooner It Goes Out of Business the Better," Chicago Tribune Says—Raleigh Times Prints Opinion on Venture**

An editorial attack on the Publishers' Finance Company of Raleigh, N. C., an organization set up to borrow from the RFC and lend to publishers of newspapers and magazines, was printed this week by the *Chicago Tribune*. The Tribune editorial of Jan. 22 declared "the sooner this organization goes out of business the better. No self-respecting publisher will have anything to do with it after second thought."

Under the heading "Selling the Birthright," the Tribune pointed out the dangers of a newspaper borrowing money from the government and thereby jeopardizing its free press functions. The editorial commented as follows:

"There is, fortunately, no evidence to support the suspicion that the finance company has been formed in a sinister effort to destroy the free press of the United States. The RFC is known to have little sympathy with the scheme. The publishers whose names are associated with the venture seem to have been lured by a promoter's promise of cheap money rather than by a desire to sell their birthright for what it would fetch. With everybody else getting easy money from the government, they thought they ought to have some, too.

"It was an easy error to fall into these days, but an inexcusable one. A publisher who, with his eyes open, would deliberately place himself in debt to the government must expect that from that moment nothing which he might say about the government could have any value. He could not commend the government without raising the suspicion that he did so for a price. He could not attack the government without fear that his note would not be renewed. No publisher who had any sense of the history of his profession in maintaining free government could contemplate for a moment a self-imposed subservience which would deprive him of his highest function. A publisher in debt to the government is no longer a publisher; he is a printer of comic strips and beauty hints."

The Publishers' Finance Company is headed by John A. Park, *Raleigh* (N. C.) *Times*. On Jan. 13 the Raleigh Times printed comments on the venture, favorable and unfavorable. Col. Robert R. McCormick, publisher of the Chicago Tribune, was quoted as saying that "a newspaper financed by the RFC could be nothing but a court circular." Roy W. Howard, chairman of the board, Scripps-Howard Newspapers, said:

"As certainly as American newspapers cannot consent to any abridgement of their editorial freedom through licensing or otherwise, just so certainly they cannot afford to accept from the government financial assistance or other obligation incurring favors which might be perfectly proper in the case of an ordinary commercial business."

The *Tampa* (Fla.) *Evening Tribune* editorially asserted last week that a newspaper with "genuine" good-will "has no trouble even today in borrowing for its legitimate needs." "Such newspapers," the editorial said, "don't have to ask for RFC funds."

The Tribune reasoned that many newspapers forced to take advantage of RFC funds would be "ailing and anaemic," and would be a poor investment for the government.

"Many American publishers," the editorial concluded, "became alarmed over what seemed to us a foolish fear that the NRA might jeopardize the 'freedom of the press.' If the RFC puts itself in a position where it may become even an unwilling owner of a string of second-rate newspapers, we would have a threat of government interference with freedom of the press that would be a reality. The RFC has saved banks, resuscitated commercial and industrial enterprises, kept millions at work. But we respectfully suggest it's letting itself in for a lot of grief if it ventures into the newspaper business."

The *Raleigh News and Observer* said the plan "sounds practically perfect from the publishers' viewpoint, but it does seem a little dubious as a matter of public policy."

Among those who either approved the plan or felicitated Mr. Park for his efforts were: Arthur Brisbane; Eugene Forker, *New York American* publisher; Frederick W. Gamble, executive secretary, American Association of Advertising Agencies; Clark Howell, *Atlanta Constitution;* L. K. Nicholson, *New Orleans Times-Picayune;* L. B. Palmer, general manager, American Newspaper Publishers' Association; Richard H. Waldo, McClure Newspaper Syndicate, and Frank B. Shutts, *Miami* (Fla.) *Herald*.

Mr. Park answered the criticism of the Chicago Tribune in a bristling letter to Col. McCormick Jan. 24.

Mr. Park had concluded, he said, that "you have become so thoroughly imbued with the sound of your voice and the outbursts of your speech writers on your favorite subject, 'Freedom of the Press,' that you are like the fellow that could not see the forest for the trees."

He pointed out that the finance company had found the RFC hospitable to the plan, in answer to the Tribune statement that the RFC was unsympathetic.

## A REPORTER GAVE THE TIP

**That Led to Sensational Raid on New York City Prison This Week**

The sensational raid on Welfare Island, New York city prison in the East River, Jan. 24, led by Commissioner of Correction Austin H. MacCormick, which resulted in the recapture of "the worst prison in the world," as the Commissioner described it, from a privileged set of gangsters who ruled the place, was based on a report made by Winston Murrill, *World-Telegram* reporter, to Mr. MacCormick.

Ten days previously Mr. Murrill had been informed authoritatively of the conditions in the prison, and had turned his information over to the Commissioner. The city official then made a preliminary investigation, the results of which tallied with the reporter's information.

The raid resulted in the discovery of much dope and weapons, and it was found that the boss gangsters lived in luxury. Incredibly miserable conditions for the less favored prisoners were also found. The deputy warden was seized and stripped of his authority.

The story was given a big play in New York, with many pictures.

## COLORADO GROUP ELECTS

**T. E. Nowels, of Colorado Springs, Is Named President**

T. E. Nowels, *Colorado Springs Gazette and Telegraph*, was re-elected president of Colorado Press Association at its meeting recently at Denver.

Other officers elected were: Edwin A. Bemis, Littleton, secretary and field manager, and Virgil A. Case, Castle Rock, treasurer. The directors are: Mrs. Editha L. Watson, Denver; Charles E. Adams, Montrose; John B. Kirkpatrick, Walsenburg; Fred B. Walling, Greeley, and Max Hardy, Longmont.

## NEW UTAH DAILY

Ogden, Utah, has a new daily morning newspaper, the *Ogden Daily Journal*, founded on the Ogden Post which has been published weekly by C. A. Epperson and Charles V. K. Saxton, and which was sold to O. O. Davis, Wyoming publisher. The new paper is appearing seven mornings a week, with Mr. Davis' two sons, Raymond and Ross Davis, general manager and business manager, respectively. The paper has the night wire service of the United Press. It is the only morning paper in the city, the *Ogden Standard-Examiner* appearing in the afternoon.

## AMBASSADOR SETS TYPE

**Josephus Daniels, United States Ambassador to Mexico, shown at a typesetting machine in the plant of *El Universal*, Mexico City, where he was recently a guest. Standing left to right are: Jose M. Ugarte, editor-in-chief of the newspaper; Josephus Daniels, Jr., and Jacques D'Armand, United Press manager for Mexico. Ambassador Daniels is president of the *Raleigh* (N. C.) *News and Observer*.**

# EDITOR IS FINED FOR CONTEMPT VIA RADIO

**Charles Hackett of Wilmington Star Assessed $300 for Broadcast Comments Which Caused Mistrial**

A fine of $300 and costs was imposed upon Charles M. Hackett, youthful news editor of the *Wilmington* (Del.) *Sunday Star*, recently as a sequel to comment made during a radio news broadcast for which he had been adjudged in contempt of court. The incident had caused Judge David A. Reinhart to declare a mistrial in a hearing of three former employes of the State Highway Department, two of whom were policemen, accused of theft of 145 cases of seized whisky from a police station in November, 1931.

Hackett, on the witness stand, admitted inaccuracies in his remarks, but denied criminal intent. He declared he had received his information from what he considered a reliable source, which he was willing to reveal.

The point to which the jurist had taken exception was a statement that defense attorneys had sought to bring out evidence regarding the disappearance of 34 other cases which were never accounted for after being sent to the attorney's office, but had been blocked by the state's attorney whose objections were sustained by the court.

Hackett further declared that Judge Reinhart was the father of David A. Reinhart, Jr., who had been deputy attorney general at the time of the liquor's disappearance, which he said, "was a peculiar feature of the trial."

Four state and county employes swore out affidavits on which the contempt proceedings were based.

Hackett's broadcasts from WDEL were halted when he was adjudged in contempt, but station authorities were quoted as saying he could resume them when he wished. He has been in newspaper work only a year.

## WALTER FOX PROMOTED

Walter Fox, *Philadelphia Bulletin*, has been promoted to assistant city editor in charge of state news succeeding the late Albert Fisher.

# CAMERAMAN WINGED BY FLYING BOOK

**Irate Wynekoop Lawyer Hurls Law Volume as Trial Ends in Turmoil —Newspapers in Court Ordered Confiscated**

(*Special to* Editor & Publisher)

Chicago, Jan. 23—The Wynekoop murder case came to an abrupt end in its eighth day here yesterday when Judge Joseph B. David decided Dr. Alice Lindsay Wynekoop's life was in peril under stress of court trial because of her ill health. The case was destined to establish a new record here in newspaper wordage, with a daily average of more than 50,000 words being filed.

From the standpoint of the newspapers, the trial reached a climax last Thursday when Dr. Wynekoop fainted in court. John Steger, *Chicago Tribune* photographer, was struck by a law book hurled by Defense Attorney Frank Tyrell as he climbed on a chair to make a picture of the turmoil. The three pound book struck Steger on the forehead, but did not seriously injure him. The attorney later apologized.

On Friday the *Chicago Times* caused a sensation when it published a copyrighted story to the effect that John Van Pelt, handy man around the Wynekoop home, had signed a confession that Dr. Wynekoop had hired him to kill Rheta and held his hand while he shot the girl on the operating table. Some of the Daily Times issues with this story found their way into the courtroom. This caused Judge David to order that all newspapers in the courtroom be confiscated. He issued a warning that any other newspapers that reached the courtroom at any future time during the trial would also be confiscated.

Although four other major criminal trials have been in progress here during the past week, the Wynekoop case attracted the most reporters. Those covering the trial included:

*Chicago American*, Karl Kahn, Nate Gross, Hazel Macdonald, Albert Baenzinger and Joe McCarthy; *Daily News*, Robert J. Casey, Edwin Lahey, Enoch Johnson, and A. L. Mahoney; *Tribune*, Walter Fitzmaurice, Virginia Gardner, George Wright and Wayne Thomis; *Daily Times*, Kay Hall, Patricia Palmer, and Francis Healey; *Herald and Examiner*, Robert Wood, J. Austin O'Malley, Basil Talbot and Warren Brown; City News Bureau, Robert Kennedy, Richard Henry, Thomas Cahill and Hal Murray; *Abendpost*, Richard Einseidel; Associated Press, M. E. Collins, Ray Brennan, and Ruth Cowan; United Press, Harrison Salisbury, Robert and Marie Loughran; International News Service, Dorothy Ducas; Universal Service, Mary Synon and John Minar; Federation News, Phil Friedlander.

## "DING" GETS GOLD MEDAL

J. N. Darling, "Ding," of the Des Moines *Register*, cartoonist of the *New York Herald Tribune* Syndicate, was awarded the 11th annual gold medal award of the magazine, *Outdoor Life*, Jan. 22 for distinguished service in conserving wild life. The presentation was made in New York by Harry McGuire, editor of the publication, who said that "Ding" through his cartoons has done more than anyone else to impress the public with the necessity of preserving the country's wild life. His other activities in this cause were also cited.

## SUGRUE ON WORLD TOUR

Thomas J. Sugrue, reporter for the *New York Herald Tribune*, has accepted an offer of the *American Magazine* and started on a trip around the world aboard the Europa Jan. 27 to write a series of travel pieces.

## RICHARD GROZIER MARRIES

Richard Grozier, editor and publisher, *Boston Post*, and Miss Helen V. Doherty of Woburn, a graduate nurse, were married in New York last week.

# BROADCASTING AHEAD IN DECEMBER; YEAR'S TOTAL 80.6 PER CENT OF '32

## Networks' Sales of Time in Year Just Ended Went Even Below 1931 Figures—Three Corporations Spent More Than Million Dollars Each

BROADCAST advertising on the principal networks took a big jump in December, gaining $692,000, or 23 per cent, over December, 1932, according to reports of *National Advertising Records*.

December time sales by the National Broadcasting Company and the Columbia Broadcasting System, not including talent costs, amounted to $3,697,283, the largest sum reported for any month of 1933. Despite this, the total for the year reached only $31,516,298, or $7,590,000 less than the 1932 figure. The 1933 total was 80.6 per cent of that for 1932.

This loss for the year put 1933 even below 1931, by some $4,275,000. However the year 1933 was $4,700,000 ahead of 1930, and $12,800,00 ahead of 1929.

These wide variations in recent years are of course due to the speed of radio's uprush, which carried it straight up to an all-time peak in the spring of 1932. The advance was so fast that despite the losses of 1933 only six months fell below the four-year monthly averages, while the year as a whole reached 104.7 per cent of the four-year average.

The percentages which 1933 bore to the 1929-32 averages consequently are much higher than the corresponding percentages cited in this paper last week for newspaper and magazine advertising. However, even in the radio field, these percentages, shown in a table on this page, are sufficient to show trend during the year, with seasonal factors largely eliminated.

The trend they portray is one of slower and longer decline than that of newspapers and magazines in the first part of the year, with bottom reached four months later than for the publication media. The percentages for radio, after declining steadily from 240.8 in January, 1932, to 128.4 in December, 1932, sank from 113.9 in January, 1933, to 86.9 in May, 1933, with a small rise in June and a new drop to 84.8 in July, marking the bottom for the whole year. From then on there was a rise, with hardly a trace of the September reaction found in newspapers and magazines. By December the percentages in this series had risen to 131.0.

The picture this gives is one of a medium which no longer shoots upward regardless of good times or bad, but which is more likely to follow the trends of selling activity as older media do. Probably it is too early to say that radio has reached its growth; a new period of prosperity might start it off again. But at least the period of novelty is over, and a period of stabilization may be under way.

The figures show that in 1927 broadcasting for the year (NBC only) was $3,760,010, an amount which has been exceeded in single months since then. In 1928 the total for the networks was $10,252,497; in 1929, it was $18,729,571. Then, while other media started downward, network broadcasting went on up —to $26,815,746 in 1930; to $35,791,999 in 1931; and to $39,106,776 in 1932.

The year 1932 was the top to date, and March, 1932, at $4,300,833, was the highest month to date. In every other year the highest month has been December, or October.

Foods and food beverages accounted for $9,504,649 of network time during 1933, with drugs and toilet goods second at $7,985,187. Lubricants and petroleum products came next at $3,589,148. Makers of cigars, cigarettes, and tobacco bought $2,909,632 worth of time, and the automotive industry $2,318,309, Other major divisions followed in order: Confectionery and soft drinks, $1,227,634; soaps and housekeepers' supplies, $1,001,082; financial and insurance, $669,495; radios, phonographs and other musical instruments, $565,588; clothing and dry goods, $405,054; house furniture and furnishings, $400,796; stationery and books, $198,296; office equipment, $151,125; paints and hardware, $150,984; travel and hotels, $123,786.

Three corporations spent more than a million dollars each during the year, according to the reports of National Advertising Records. A list of those spending more than $400,000 each, shown herewith, includes four food companies, two automobile firms, two gasoline companies, two cigarette makers, two in drugs and cosmetics, and one each in chewing gum, radio instruments, life insurance, and soap.

In the automotive field, while General Motors was spending $859,222, the Ford Motor Company spent $426, it is reported. Ford dealers spent enough to bring the total Ford figure to $360,000. Of the Chrysler lines, only Plymouth was represented on the networks, spending $144,499.

American Tobacco Company cut more than a million dollars from its broadcasting expenditures, keeping somewhat ahead of Liggett & Myers, makers of Chesterfield cigarettes. P. Lorillard Company (Old Golds) spent $393,317, while R. J. Reynolds Tobacco Company (Camels) spent only $66,094.

The following tables give figures for network broadcasting, in form comparable to those given last week for newspapers and magazines:

NETWORK BROADCASTING
(Compiled from National Advertising Records; talent costs not included.)

| | 1933 Dollars | 1932 Dollars | Pct. of Same Month, 1932 | Pct. of Monthly Average, 1929-32 |
|---|---|---|---|---|
| Total: | | | | |
| Jan. | 2,811,350 | 3,984,289 | 70.6 | 113.9 |
| Feb. | 2,627,761 | 3,891,023 | 67.5 | 108.1 |
| March | 3,013,565 | 4,300,833 | 70.1 | 106.2 |
| April | 2,465,664 | 4,004,484 | 61.6 | 90.3 |
| May | 2,287,143 | 3,632,442 | 63.0 | 86.9 |
| June | 2,065,195 | 2,997,296 | 68.9 | 90.0 |
| July | 1,816,407 | 2,416,616 | 75.2 | 84.8 |
| Aug. | 1,907,481 | 2,285,680 | 83.4 | 94.2 |
| Sept. | 2,102,809 | 2,492,951 | 84.3 | 93.9 |
| Oct. | 3,255,839 | 3,035,631 | 107.2 | 119.3 |
| Nov. | 3,465,801 | 3,059,848 | 113.3 | 125.5 |
| Dec. | 3,697,283 | 3,005,683 | 123.0 | 131.0 |
| Total | 31,516,298 | 39,106,776 | 80.6 | 104.7 |
| NBC: | | | | |
| Jan. | 1,869,885 | 2,635,447 | 70.9 | .... |
| Feb. | 1,742,784 | 2,571,609 | 67.8 | .... |
| March | 1,997,463 | 2,864,783 | 69.7 | .... |
| April | 1,690,177 | 2,649,892 | 63.8 | .... |
| May | 1,662,887 | 2,305,448 | 72.1 | .... |
| June | 1,512,139 | 2,081,466 | 72.6 | .... |
| July | 1,370,993 | 1,825,433 | 75.1 | .... |
| Aug. | 1,407,843 | 1,745,338 | 80.7 | .... |
| Sept. | 1,555,606 | 1,807,795 | 86.0 | .... |
| Oct. | 2,130,046 | 2,063,273 | 103.2 | .... |
| Nov. | 2,188,342 | 1,953,953 | 112.0 | .... |
| Dec. | 2,324,567 | 2,000,454 | 116.2 | .... |
| Total | 21,452,732 | 26,504,891 | 80.9 | .... |
| CBS: | | | | |
| Jan. | 941,465 | 1,348,842 | 69.8 | .... |
| Feb. | 884,977 | 1,319,414 | 67.1 | .... |
| March | 1,106,102 | 1,436,050 | 70.7 | .... |
| April | 775,487 | 1,354,592 | 57.2 | .... |
| May | 624,256 | 1,326,994 | 47.0 | .... |
| June | 553,056 | 915,830 | 60.4 | .... |
| July | 445,414 | 591,183 | 75.3 | .... |
| Aug. | 499,638 | 540,342 | 92.5 | .... |
| Sept. | 547,203 | 685,156 | 79.9 | .... |
| Oct. | 1,125,793 | 792,358 | 115.8 | .... |
| Nov. | 1,277,459 | 1,105,895 | 115.5 | .... |
| Dec. | 1,372,716 | 1,005,229 | 136.5 | .... |
| Total | 10,063,566 | 12,601,885 | 79.8 | .... |

The National Broadcasting Company, through its Sales Promotion Department, reported this week a total of 76,641 hours and 17 minutes of commercial station time had been sold over its 87 network stations for the year 1933. This is at the rate of 2 hours, 39 minutes commercial network time per outlet per day—considerably more than twice the average of any competing network, it was stated.

For the month of December, the NBC average of commercially sponsored time was up to 3 hours and 24 minutes per outlet per day compared with 3 hours and 3 minutes for the same month in 1932.

### BIGGEST NETWORK USERS IN 1933

| | |
|---|---|
| Standard Brands, Inc.: | |
| Chase & Sanborn Coffee.. | $657,333 |
| Chase & Sanborn Tea..... | 93,800 |
| Fleischmann's Yeast: | |
| For health ..... | 619,790 |
| For baking ..... | 318,038 |
| Royal Gelatin ..... | 89,289 |
| Total..... | $1,778,250 |
| Pepsodent Company (Pepsodent dentifrice, antiseptic, and cream; Junis face cream) ..... | $1,644,324 |
| General Foods Corporation: | |
| Food products ..... | 179,329 |
| Diamond Crystal Salt .... | 52,926 |
| Grape Nuts Cereal ..... | 49,665 |
| Jello ..... | 51,214 |
| Maxwell House Coffee ... | 571,330 |
| Post Toasties Cereal ..... | 42,587 |
| Postum Beverage ..... | 90,628 |
| Total..... | $1,037,679 |
| General Motors Corporation: | |
| Buick cars ..... | 152,589 |
| Oldsmobile ..... | 158,347 |
| Pontiac ..... | 220,397 |
| Cadillac ..... | 16,560 |
| Chevrolet ..... | 306,357 |
| Fisher Body Corporation.. | 4,972 |
| Total..... | $859,222 |
| General Mills, Inc.: | |
| Bisquick and Gold Medal flours ..... | 524,045 |
| Wheaties cereal ..... | 271,590 |
| Pancake and waffle flour.. | 1,052 |
| Total..... | $796,687 |
| American Tobacco Company | $697,178 |
| Liggett & Myers Tobacco Co. | $653,783 |
| Wm. Wrigley Jr. Co., gum.. | $619,519 |
| Lady Esther Co., cosmetics.. | $544,480 |
| Wander Company, Ovaltine. | $488,771 |
| Philco Radio & Television.. | $463,695 |
| Sun Oil Co..... | $463,670 |
| Metropolitan Life Insurance Co. ..... | $442,807 |
| Texas Co., oil ..... | $419,811 |
| Hudson Motor Car Co. .... | $408,906 |
| Colgate-Palmolive-Peet Co... | $406,279 |

### SHUMAN SEES UPTURN

**Ft. Worth Executive Says Business Picture Has Changed**

"The general advertising situation has changed completely since my visit a year ago," A. L. Shuman, vice-president, *Fort Worth Star-Telegram*, told EDITOR & PUBLISHER at the Waldorf in New York this week.

"Agents and advertisers are busy with copy plans and schedules," he said.

"Newspapers are in the picture more today than ever before.

"The lowest estimate I have heard of increased volume for 1934 is 15 per cent. Many publishers seem to be putting into effect in their contracts and on their cards a 60-day clause covering increased costs which will surely eventuate if we have inflation. Increased commodity prices for cotton, oil and livestock have made for better business conditions in Ft. Worth and Western Texas. We seem to be definitely on our way up the hill of recovery."

### FINDS OUTLOOK BRIGHT

Irving Simpson, of Theis and Simpson, publishers' representatives, New York, recently completed a trip through the middle west and south, and reported this week that the business outlook as viewed by his company is the best in three years. Mr. Simpson attended the Oklahoma Press Association mid-winter meeting at Oklahoma City and enroute visited the Chicago and Detroit offices of his organization, as well as newspapers in Memphis, Little Rock and other cities.

### C. J. THOMAS JOINS AGENCY

Appointment of C. J. Thomas as vice-president of the John E. McNamara Advertising Agency, Buffalo, is announced.

# HUDSON IS PRESIDENT OF ALABAMA DAILY

**General Manager and Minority Stockholder Succeeds Late Frank P. Glass on Montgomery Advertiser —Joined Paper in 1903**

Richard F. Hudson, minority stockholder and general manager of the *Montgomery* (Ala.) *Advertiser*, was elected president of the Advertiser Company and publisher of the Advertiser at a meeting of the board of directors last week.

RICHARD F. HUDSON

Mr. Hudson succeeds the late Frank P. Glass, his former partner, as publisher. Mr. Glass died in Birmingham, Jan. 10.

Mr. Hudson and Judge B. P. Crum, attorney for the paper and a member of its board since 1915, were chosen as executors of the Glass estate, giving them complete control of all of the Advertiser properties.

Grover C. Hall, editor since 1926 and for many years before that an editorial writer for the Advertiser, will remain as editor-in-chief.

Mr. Hudson never has worked anywhere except for a newspaper.

A native of Jefferson County, Ga., he removed to Atlanta when still just a child and was educated in the public schools there.

At the age of 16, he went to work for the *Atlanta Journal*, selling "checks" for papers to newspaper boys and collecting classified advertising accounts. After a year he was transferred to the circulation department as a clerk, later going on the road as a traveling representative.

On Sept. 15, 1903, he left the Journal to become a traveling representative in the circulation department of the Advertiser, and has worked for the Advertiser continuously since that date.

After a year on the road, he was made city circulation manager when not yet 20 years old. Transferring to the advertising department, Mr. Hudson first was general bookkeeper and cashier, then auditor-cashier.

When Maj. W. W. Screws, editor of the Advertiser for 48 years, died, and Mr. Glass became president, he appointed Mr. Hudson as secretary-treasurer and business manager, on Aug. 13, 1913.

Mr. Glass sold his half-interest in the paper to William Sheehan and Charles H. Allen in 1915. Mr. Glass remained as general manager of the company and managed the half-interest of the Screws estate. That interest was sold to Victor H. Hanson, present publisher of the *Birmingham News* and *Age-Herald* in 1923, and Mr. Hudson continued as general manager.

In 1926 Mr. Sheehan died and Mr. Hudson, with Mr. Hanson, purchased the Sheehan estate's interest in the paper, and, in 1927, he and Mr. Glass took over the Hanson interest.

He remained as general manager and minority stockholder until the death of Mr. Glass two weeks ago.

### $50,000 SUIT OVER PHOTO

Alleged misuse of a photograph has resulted in the filing of a $50,000 suit against the *New York Daily Mirror* by Barbara Wey Ward. The complaint states she was and is the wife of Kenneth Ward and that her name never has been Ruth Shoemaker May Ward. Her petition states that on Sept. 9, 1933, the defendants published a story from Camden, N. J., about a divorce raid in which a Mrs. Ruth Shoemaker May Ward "was surprised". The plaintiff's photograph accompanied the article and the caption read: "Mrs. Ruth M. Ward whose flat was raided by her first and second husband."

## CODES ARE ANALYZED FOR VIRGINIA PRESS

**Largest Convention in History Held in Richmond Jan. 19-20—Certificates Awarded in Newspaper Contest**

(*Special to* EDITOR & PUBLISHER)

RICHMOND, Va., Jan. 22—Newspaper and printing codes, state legislation and Tennessee Valley Authority were the main themes for discussion at the sixteenth midwinter meeting of the Virginia Press Association, held in Murphy's Hotel, here, Friday and Saturday, Jan. 19 and 20. Attendance was the largest recorded in some years.

The speakers on newspaper codes, John Stewart Bryan, publisher, *Richmond News-Leader,* former A. N. P. A. president and a member of that group's newspaper code committee, and Keen Johnson, publisher *Richmond* (Ky.) *Daily Register,* member of the National Editorial Association's code committee, explained the various angles of the two codes, which they said were in accord in many instances.

Mr. Bryan discussed the difficulties encountered in writing the document, particularly in the matter of reconciling newsboys' hours so as not to conflict with efforts designed to eliminate child labor. This code was presented to President Roosevelt Dec. 9, and has not yet been signed. The speaker said he understood Secretary Perkins had raised objections to the boy provision.

Mr. Johnson outlined the work of the N. E. A., and it was agreed by both speakers that newspapers and newspapers conducting job printing shops in connection therewith, must come under the operation of one or the other of the two codes, or else suffer the penalties provided in the law.

Miss Beatrice Cobb, secretary, North Carolina Press Association, spoke briefly on the codes.

Dr. Harcourt Armstrong Morgan, president of the University of Tennessee, and director of Tennessee Valley Authority, outlined the national program of TVA, bringing out that Virginia and the other states had a definite interest in the success of the project, partly because TVA would tend to decentralize industry. The major benefit of decentralized industry, he said, is that prosperous rural communities in the trade areas made possible favorable trade conditions in the cities.

Awarding of the C. C. Rhame Certificates in a better newspaper contest was announced by John E. Allen, editor of *Linotype News,* who, with Marlen Pew, editor, EDITOR & PUBLISHER, and Dr. Carl W. Ackerman, dean of the school of journalism, Columbia University, judged the 24 dailies entered. These were found to be evenly divided into two classes on a basis of population, 12 being in cities with less than 25,000 population, and 12 in cities of 25,000 and more.

The awards are as follows:

*Richmond Times-Dispatch,* best front page and best handling of display advertising from a typographical standpoint.

*Richmond News-Leader,* best press work.

*Norfolk Virginian-Pilot,* best general makeup. In cities of less than 25,000 the awards were as follows:

*Alexandria Gazette,* best front page and best general makeup.

*Fredericksburg Free Lance-Star,* best handling of display advertising.

*Charlottesville Progress,* best press work.

The twenty-four newspapers judged were of the same date.

Mr. Rhame was recognized and given a vote of thanks for his interest in supplying the certificates. Similar awards to weeklies will be made at the annual meeting next July.

A proposed amendment to the libel laws was discussed at some length, the bill being designed to permit recovery of only actual damages where there is no malice and retraction has been made. Prof. W. L. Mapel, director of the Lee School of Journalism, Washington & Lee University, lead the discussion of the bill, after it had been explained in detail by Major Raymond B. Bottom, chairman of the special legislative committee. Prof. Mapel recently compiled an interesting digest of freak libel suits entered against Virginia newspapers and was extended a vote of thanks for his work.

## "SKIPPY" CREATOR SIGNS NEW CONTRACT

**Percy Crosby, well-known cartoonist and artist and writer, shown signing a new long-term contract with King Features Syndicate this week. Joseph V. Connolly, manager of the syndicate, looks on while the creator of the popular "Skippy" strip affixes his signature to the contract.**

### KANSANS ELECT FICKERT

**Peabody Gazette Herald Editor Elected President at Wichita**

Earl Fickert, editor, *Peabody Gazette-Herald,* was elected president, Kansas Press Association, at the recent annual convention in Wichita, succeeding W. A. Bailey, *Kansas City Kansan.* Fred Brinkerhoff, *Pittsburg Headlight,* is the vice-president, and Ralph Hemenway, *Minneapolis Messenger,* is treasurer. The old board of governors was re-elected, except K. D. Doyle, *Wamego Reporter,* elected to succeed Frank Frost, *Eskridge Independent.* The other board members are George W. Marble, *Fort Scott Tribune;* E. F. Gick, *Ellis Review;* T. Beck, *Holton Recorder;* W. G. Anderson, *Winfield Courier;* Harold Hammond, *Caldwell Messenger;* Harlow Tibbitts, *Kinsley Mercury.*

Governor Alf M. Landon spoke at the banquet which closed the convention. Four hundred attended the sessions.

### SUN ISSUES 2 BOOKLETS

Two new booklets have been issued recently by the *New York Sun,* "Boating Guide for 1934," which endeavors to simplify the operation and maintenance of pleasure boats in New York waters, 100 pages; and a booklet on statistics of the New York Stock Exchange from 1920 to 1933, reprinted from the Sun of Jan. 2. The latter shows the price range and dividend rates of stock exchange shares and bonds.

### NEW CLASSIFIED MANAGER

John Hunt, graduate of the University of the South at Sewanee, has been named director of the classified advertising department of the *Nashville Banner.* Mr. Hunt has been a member of the advertising department for the past two years.

### N. J. CONVENTION FEB. 5

Winter meeting and luncheon of the New Jersey Press Association will be held at the Stacy-Trent Hotel, Trenton, Feb. 5.

### CONDIT HEADS N. D. PRESS

**Two Pioneer Editors Honored at Convention in Bismarck**

Memory of two pioneer editors of North Dakota were honored in Bismarck late last week by the North Dakota Press Association when portraits of Col. C. A. Lounsberry, first editor of *Bismarck Tribune,* and Walter C. Taylor, late editor of *Lamoure Chronicle,* were unveiled for the association's "Hall of Fame."

W. P. Davies of the *Grand Forks Herald* and H. D. Paulson of the *Fargo Forum* lauded pioneer newsmen in addresses. The association favored complete revision of official newspaper and public printing laws to "effect more equitable distribution of public printing and more beneficial expenditure of money."

B. W. Condit, editor, *Mayville Tribune,* was elected president. Other officers are: M. H. Graham, Devils Lake, first vice-president; H. D. Paulson, of Fargo, second vice-president; F. G. Orr, Bismarck, third vice-president; M. I. Forker, Langdon, secretary-treasurer; E. J. Franta, Langdon, assistant secretary; Fred Roble, Granville, Nels P. Simonson, Finley, E. D. Seekins, Carrington, directors.

Prizes went to the *Fargo News,* most improvement; *Carrington Independent,* best front page; *Walhalla Mountaineer,* best editorial page, and F. M. Devanney, Minot, best story.

### F. M. FEIKER APPOINTED

Frederick M. Feiker, former director of the United States Bureau of Foreign and Domestic Commerce, and previously a trade journal executive, has been appointed executive secretary of the American Engineering Council, Washington, D. C. Mr. Feiker was at one time editor and chairman of the editorial board of the A. W. Shaw Company of Chicago, and editor and vice-president in charge of editorial policy for the McGraw-Hill Publishing Company. Since 1920 he has been in government and association work.

### NEWTON PROMOTED

Roland A. Newton has been named business manager of the Glens Falls (N. Y.) Post Company, publishers of the *Post-Star* and *Glens Falls Times.* He will also continue as national manager. Edgar M. Frink, who has been assistant classified manager, has been named classified manager, succeeding Mr. Newton in that position.

## MICHIGAN PAPERS WILL COMPARE COSTS

**Permanent Program Adopted by League of Home Dailies—T. O. Huckle of Cadillac News Elected President**

(*Special to* EDITOR & PUBLISHER)

GRAND RAPIDS, Mich., Jan. 22—Members of the Michigan League of Home Dailies meeting here last Friday and Saturday, devoted a major part of their time to a cost finding report made by Harold Pringle, *South Haven Tribune,* resulting in a permanent cost finding program through which League members will compare monthly operating costs in every department of their papers and receive summarized reports in code numbers.

It was pointed out that with increased costs brought about by the NRA and with the declining advertising linage of the past three years, newspaper publishers have found it difficult to keep out of the "red" and it is hoped through this mutual co-operative effort to maintain the present news standards of their papers.

T. O. Huckle, *Cadillac Evening News,* was elected League president and George C. Handy, *Ypsilanti Press,* vice-president. H. Edmund Scheerer, of Scheerer, Inc., was re-elected secretary-treasurer.

Plans were made for League members to advocate both local and national co-operative advertising campaigns, through special promotion pages in member newspapers.

Mr. Pringle, as chairman of the cost-finding committee, recommended, in order that true comparative figures may be obtained without disturbing present methods of bookkeeping, that individual expenses be classified under the heads of administrative, advertising, circulation, editorial, composing and pressroom.

"This is done so that in comparing costs of any given department, between publishers, the same expense charges will be made against this department, and each publisher will charge like expense figures into the cost of the department," he said.

"It must be understood that each paper does not necessarily have to have all of these separate items and may, in most cases, perhaps have them combined, but the committee must separate each item in order that the bookkeeper will known exactly where and under what department the item is to be charged."

The report listed the following expense items under each of the five general headings as follows:

ADMINISTRATIVE: Salaries, Audit and Legal, Subscriptions and Dues, Supplies, Telephone and Telegram, Postage, Promotion, Sundry Expenses, Donations, Bad Debts, Interest, Insurance, Freight and Express, Federal Check Tax, Local—State Tax, Electric Light, Depreciation, Rent, Water, Travel, Fuel, Auto, Life Insurance, Entertainment, Building, Bonds Due.

AVERTISING: Salaries, Commissions, Rebates—Allowances, Discounts, Telephone, Mat and Cut Service, Postage, Sundry Expenses, Promotion, Automobile.

CIRCULATION: Salaries, Delivery, Second Class Postage, Promotion, Commissions, Postage, Supplies and Expenses, Auto.

EDITORIAL: Salaries, Correspondence, Featuress and Service, Telephone-Telegrams, Postage, Wire Service, Engraving-Cuts-Photoes, Supplies and Expenses, Auto, Library.

COMPOSING-PRESSROOM: Wages, Supplies, Depreciation, Metal, Light, Water, Power, Gas, Repairs, Freight-Express, Ink Used, Newsprint Used, Sundry Expense.

### NEW ADVERTISING MANAGER

H. H. Newcombe, Southam newspaper representative at Toronto, has been appointed to succeed J. D. MacMillan as advertising manager of the *Calgary* (Alta.) *Herald.*

# McCANN SEES DANGER IN U. S. PRICE POLICY

**Millions in Advertising May Be Lost, Says Agency Chief, If Government Makes Advertisers Charge More Than Competitors**

H. K. McCann, president of McCann-Erickson, Inc., New York agency, has sent a letter to publishers protesting against attempts, under NRA codes, to require advertisers to charge higher prices for their goods than do non-advertisers. Such a policy, he points out, may result in severe reduction of advertising.

The theory of price differentials is based on the argument that advertising is an added element of cost for the companies that use it and that these companies consequently cannot sell as cheaply as their non-advertising competitors. This argument Mr. McCann attacks as fallacious. He adds:

"In the District of Columbia last week, the larger oil companies which sell and advertise quality products for motor consumption, were requested to increase their gasoline prices ½ cent per gallon above the prices charged for the non-advertised products of the smaller and relatively unknown companies. In short, the government would establish price discrimination against the advertised products. Obviously, the larger companies say to themselves: 'If we are to be discriminated against because we advertise, we had better stop advertising.'

"The Washington branch of the Standard Oil Company of New Jersey refused to raise its price, with the result that that company may be disciplined by the government for standing up for what it believes to be right.

"As I said in the beginning of this letter, the tendency to discriminate against concerns that are advertising is something that I think every publisher and every manufacturer of branded goods must of necessity view with alarm. If concerns are forced to suffer price discrimination because of their advertising, many millions of dollars in advertising appropriations will be cancelled.

"My sincere belief is that the advertising-merchandising method of marketing has developed industry through widespread consumption of products of various kinds. Through mass production it has lowered the cost of these products and brought them within the reach of the average consumer. If this method is to be abandoned, what would become of your advertising revenue and ours?

"I believe that an aroused public opinion will change the trend of thought in Washington. If you agree with me, I think the education of your reading public through your own columns on this subject will be the best protection for your own business, as well as that of all of us who are engaged in advertising."

Mr. McCann is not the first agency man to direct publishers' attention to this problem. As reported in this paper on Dec. 9 (page 26), Joe M. Dawson, vice-president of Trace-Locke-Dawson, Inc., took a similar stand in letters to the papers carrying advertising of the Continental Oil Company.

## COSTELLO JOINS CHICAGO TIMES

E. J. Costello, veteran Chicago, Milwaukee and St. Louis newspaperman, has joined the *Chicago Daily Times* as editorial writer, succeeding Harper Leech, who recently became a member of the *Chicago Daily News* editorial staff, R. J. Finnegan, Daily Times managing editor, announced this week. Mr. Costello was formerly with the *Chicago Tribune*, the old *Chicago Herald* and later the *Chicago Herald and Examiner* and the old *Chicago Evening Journal*. He was at one time editor and publisher of the *Milwaukee Leader* and also worked for the old *St. Louis Republican*, the *St. Louis Globe-Democrat* and the St. Louis bureau of the Associated Press.

## CHICAGO TIMES TO MOVE

**Will Occupy Modern Structure Formerly Used by Evening Post**

(*By telegraph to* Editor & Publisher)

Chicago, Jan. 25—It is understood that negotiations have been concluded here between the *Chicago Daily Times* and the Post Building Corporation for a long term lease of the former *Chicago Evening Post* building at 211 West Wacker Drive. The lease, it was reported here today, will be signed by the end of this week. The Daily Times will probably move into its new quarters about April 15.

The Daily Times has occupied the building and used the equipment formerly owned by the old *Chicago Evening Journal* at 15 South Market Street since the tabloid's start in September, 1929, under the management of S. E. Thomason, publisher.

The Post Building, a 19-story structure of modern architectural design, was built in 1927-28 at a reported cost of $3,150,000 when John C. Shaffer was editor and publisher of the old Evening Post. The newspaper, however, moved from its new home to North La Salle street shortly after the Post was sold by Mr. Shaffer to K. L. Ames, Jr., and was later merged with the *Chicago Daily News* in 1933.

It is understood that the Daily Times will occupy the building from the basement to the fourth floor, inclusive. Mechanical printing equipment in the building is the same that was installed when the Post moved into the modern metropolitan newspaper quarters in 1928. This equipment was the property of the Post Building Corporation and was not moved when the Post went to North La Salle street. During the past year the presses and composing room equipment as well as the administration offices have been used by Carroll Shaffer in publishing the weekly tabloid shopper known as *Movienews*.

## HEARST PRAISES STAFF

**Congratulates Herald and Examiner Workers on Classified Record**

(*Special to* Editor & Publisher)

Chicago, Jan. 22—"There is no greater contribution that can be made to the sustained success of a newspaper than an extensive classified business."

This was the message of William Randolph Hearst to the *Chicago Herald and Examiner* classified advertising department staff of 150 workers at their banquet here last Thursday night in celebration of the paper's supremacy in 1933 want ad linage.

At the conclusion of a musical revue, enacted by classified department members, a cup symbolic of world leadership in classified linage was presented by the department to Homer Guck, publisher of the Herald and Examiner. Mr. Guck, in accepting the trophy, read the congratulatory message from Mr. Hearst.

The Media Records, Inc., figures for 1933 classified showed that total linage on a seven-day basis for the Herald and Examiner was 4,173,174 lines. Total 1933 classified records for the other leaders are as follows:

*New York American*, 4,119,913 lines; *Brooklyn Eagle*, 3,524,907 lines; *Los Angeles Times*, 3,472,926 lines.

The Herald and Examiner was the first metropolitan newspaper to adopt the word-rate system. Following the principle that abbreviations make for uninteresting, difficult reading, the policy has been instituted of selling classified space by the word rather than by the line, thus eliminating the code-like, almost unintelligible want ads that have been traditional in classified columns.

This factor played an important part in the Herald and Examiner's record, according to Carlin C. French, classified manager.

## LIQUOR ACCOUNT PLACED

The Mitchell Company of Boston has been chosen to direct the advertising account of the Charles R. Knight Company, New England liquor distributor.

**NOTICE TO READERS**

**If the inference was drawn from the advertisement in Editor & Publisher issue of January 13, of the book entitled "A Giant of the Press," that responsibility for its publication settled upon any other person than the author and the publishers, we greatly regret any such misunderstanding. The book is the work solely of its author and the publishers.**

# 'NEW DEAL' PROBLEMS ON P.N.P.A. PROGRAM

**Newspaper Codes, New Legislation, State and Local Tax Problems Will Be Discussed at Convention in Philadelphia**

New deal legislation, including the daily newspaper and graphic arts codes, the newsprint code, the retailers' code and the Tugwell and Huddleston bills, will be discussed at the 1934 annual convention of the Pennsylvania Newspaper Publishers' Association, which will be held at the Benjamin Franklin Hotel, Philadelphia, Friday and Saturday, Feb. 2-3.

Discussion of ways and means for the administration of the daily newspaper and graphic arts codes is on the program for both daily and weekly-paper members.

State and local tax problems, cost of government and the need for revision of the state constitution are also scheduled for consideration.

At one of the code sessions, the subject of the newspaper guilds will be aired, as will the 30-hour week for all industry proposed by General Johnson.

William C. Murphy, Jr., president of the National Press Club and Washington correspondent of the *Philadelphia Public Ledger* is to give a talk on "High Lights of the New Deal." Captain C. C. Curtis, advertising manager of the *Allentown Morning Call*, has for a subject "Codes Affecting Advertising."

H. H. Kynett, president, Poor Richard Club of Philadelphia and a member of the Aitkin-Kynett Advertising Agency, will discuss "Agency Relations." Kenneth Collins, assistant to the president, Gimbel Brothers, Inc., will talk on retail advertising. Cost problems and revenue-producing ideas will be handled by Don A. Johnson of the *Trenton* (N. J.) *Times*, formerly director of the Empire State School of Printing, under the title, "Net Profits."

Don Rose of the *Philadelphia Public Ledger* will talk on *"Confessions* of a Columnist." Frank L. Crafft, classified manager, Public Ledger, will discuss classified.

At a meeting of weekly newspaper publishers, there will be discussions by Leonard Ormerod of the Philadelphia Electric Company; David Magowan, advertising director of the Western Newspaper Union; H. E. Trout, publisher, *Manheim Sentinel*, and W. K. Ulerich, publisher, *State College Times*.

The association probably will act on the report of the National Radio Committee, which contains a 10-point program on radio handling of news.

The program is in charge of Charles R. Long, editor and publisher of the *Chester Times* and president of the P. N. P. A., and Clark Queer, editor and publisher, *Mount Pleasant Journal* and P. N. P. A. vice-president.

The P. N. P. A. has a membership of 274 newspapers, a record.

Associated Press members in the state will meet for luncheon on the second convention day and at the same time the United Press will entertain its Pennsylvania clients at a luncheon.

## NEW NEBRASKA DAILY

*Kearney* (Neb.) *Tribune*, formerly published weekly, made its first appearance as a daily on Jan. 9. It is published every morning except Monday.

# PUBLISHERS IN OREGON OPTIMISTIC ON 1934

**NRA Code and Advertising Under the New Deal Chief Topics at Annual Convention—McGilvra Elected President**

(*Special to* Editor & Publisher)

Eugene, Ore., Jan. 22—Oregon newspaper publishers and allied businesses are keenly interested in the forthcoming NRA code for their plants, it was clearly indicated at the annual session of the Oregon Press Conference held at the School of Journalism, University of Oregon, Jan. 17-19, and already are busy getting ready for the pact, it was learned. The proposed code was the chief topic of discussion, and those present, especially the advertising staff members, are fully informed on codes for other businesses as well.

A definite feeling of optimism for the coming year was shown at every one of the busy meeetings during the three days. Approximately 100 active newspapermen were in attendance.

Code discussion was rivaled in interest by sessions dealing with "Advertising Under the New Deal" and circulation standards.

Hugh McGilvra, publisher, *Forest Grove News-Times*, was awarded the Sigma Delta Chi trophy for the best weekly in Oregon. A plaque of merit was given H. B. Ball, publisher, *Hood River News*, and winner of the trophy last year. Honorable mention in the contest was accorded the *Newberg Scribe*, published by Don Woodman; *Hillsboro Argus*, Verne C. McKinney; *Redmond Spokesman*, by Joe C. Brown, and the *Myrtle Point Herald*, by R. L. Tucker.

F. J. Wheeler, publisher, *Milton Eagle*, was elected president, and George Turnbull, professor of journalism at the University, and secretary since the organization of the conference, was again named to this post.

The "New Deal," as far as advertising goes, still means application of both energy and intelligence to advertising problems, it was declared by Floyd Sparks, of San Francisco, who addressed the conference Friday. The newspaper publisher, he pointed out, should acquaint himself with the codes of his merchants and offer even greater co-operation than in the past. Dealer co-operation will be especially valuable in gaining national advertising accounts, he declared.

O. C. Harn, managing director of the A. B. C., was a Friday speaker. He gave valuable pointers on how to gain and hold circulation, and how to present figures accurately to potential advertisers.

Arne G. Rae, field manager of the Oregon Editorial Association, led the discussion on the NRA code, using as a basis material furnished him by the National Editorial Association.

## MORE JOBS THAN IN 1926

**But Newspaper and Periodical Payrolls Are Lower, Says U. S. Report**

Employment in the newspaper and periodical industries is larger than it was on the average during 1926, according to a report on employment in manufacturing industries, made public by the U. S. Bureau of Labor Statistics.

Using the 12-month average of 1926 as 100, the report stated that employment on newspapers and periodicals stood at 98.0 in December, 1932, but had risen to 105.8 in November, 1933, and to 107.3 in December, 1933.

Payroll totals rose much slower—from 85.8 in December, 1932, to 87.2 in November, 1933, and to 89.1 in December, 1933.

## KATZ LUNCHEON SPEAKER

George R. Katz, New York, president of the E. Katz Special Advertising agency, addressed the Oklahoma City Chamber of Commerce forum luncheon last week. Mr. Katz discussed business trends.

## PURELY PERSONAL

COL. FRANK KNOX, publisher, *Chicago Daily News*, and Senator Arthur H. Vandenberg, former publisher, *Grand Rapids* (Mich.) *Herald*, are scheduled speakers at the annual Lincoln banquet of Republicans in Grand Rapids, Mich., Feb. 17.

William Randolph Hearst, Jr., and his wife were Chicago visitors last week enroute to the west coast.

Harry J. Grant, vice-president and treasurer of the *Milwaukee Journal*, is taking a three-week cruise to the West Indies, accompanied by his mother and W. W. Rowland, of the Journal's editorial staff.

John A. Park, publisher, *Raleigh* (N. C.) *Times*, and former president, North Carolina Press Association, was host at a breakfast Jan. 17 in honor of Kent Cooper, general manager of the Associated Press, and Byron Price, chief of the Washington bureau. Gov. J. C. B. Ehringhaus, of North Carolina, was among the guests.

James M. Cox, publisher, *Dayton* (O.) *Daily News*, *Springfield* (O.) *News* and *Miami* (Fla.) *Daily News*, was a recent guest of President and Mrs. Roosevelt at the White House.

Robert H. Gore, publisher of several daily newspapers in Florida who recently resigned as governor of Puerto Rico, has returned to his home in Fort Lauderdale, Fla.

David B. Plum, publisher, *Troy* (N. Y.) *Record*, was recently elected vice-president of the Troy Trust Company. He has been a director for the past 12 years.

Paul B. Williams, editor, *Utica* (N. Y.) *Daily Press*, and Prentiss Bailey, publisher, *Utica Observer-Dispatch*, are members of the committee for the local Birthday Ball for President Roosevelt, Jan. 30.

M. M. Oppegard, publisher, *Grand Forks* (N. D.) *Herald*, was elected president of the Grand Forks Chamber of Commerce recently.

J. N. Heiskell, editor, *Little Rock Arkansas Gazette*, is a member of the State Planning Commission appointed to design and supervise a program of public works for the next ten years.

Howard A. Amos, publisher, *Sidney* (O.) *Daily News*, accompanied by Mrs. Amos and two nieces, have departed on a three-month cruise to Honolulu, the South Seas and the Orient.

Tom R. Hutton, editor, *Binghamton* (N. Y.) *Press*, is recuperating after an operation performed last week.

M. M. Harris, editor, *San Antonio Express and Evening News*, has been elected president of the San Antonio Public Library Board.

Isaac Chapman, editor, *Morehouse Enterprise* of Bastrop, La., has been appointed chairman of the Birhtday Ball for President Roosevelt at Bastrop, Jan. 30. Mr. Chapman is also secretary-treasurer of the Louisiana Press Association.

## IN THE BUSINESS OFFICE

ERWIN HUBER, advertising director, *Baltimore News and Sunday American*, discussed fashions before a recent meeting of the Baltimore Advertising Club.

Herbert O. Taylor, business manager, *San Angelo* (Tex.) *Standard-Times*, has been re-elected to the Board of City Development.

Mrs. Emily Spilman, business manager, *Waynesboro* (Va.) *News-Virginian*, attended the meeting of the state board of managers, Co-operative Educational Association, the Virginia branch of the National Congress of Parents and Teachers, in Richmond, Jan. 15.

D. Raymond Davis, advertising manager, *Portland* (Me.) *Press Herald*, *Evening Express* and *Sunday Telegram*, has been elected a member of the executive committee of the Maine Publicity Bureau.

M. F. Mergen, of the circulation department, *Madison Wisconsin State Journal*, has resigned.

Albert Karsch, formerly Bessemer correspondent for the *Ironwood* (Mich.) *Daily Globe*, this week joined the advertising staff of that paper, taking the place of Elmer Tryon, who has been named advertising manager of the *Marinette* (Wis.) *Eagle-Star*. Robert J. Simpson, Sturgeon Bay, Wis., has been named Bessemer correspondent.

Howard Corbett and Kenneth Young, formerly in the business department of the *Chicago Herald & Examiner*, are now with the circulation department of the *Battle Creek* (Mich.) *Enquirer-News*.

Harry Baltz has been made a member of the business department staff and assistant auditor of the *Elmira* (N. Y.) *Star-Gazette*, and Robert L. Dunbar has been made circulation manager, both being promotions from within the staff.

Henry Schmitt, advertising solicitor, *Grand Forks* (N. D.) *Herald*, has joined the *Aberdeen* (S. D.) *American-News* as assistant to the publisher. The vacancy in Aberdeen was caused by the death of Publisher J. A. Mathews and the promotion to publisher of Howard C. Anderson.

A. L. Glasmann, general manager, *Ogden* (Utah) *Standard-Examiner*, has returned from a business trip to California cities.

John L. Craig, well-known athlete and leader of boys' clubs, has been named assistant promotion manager of *Nashville Banner*.

Arthur C. Baggerly has been appointed advertising manager of the *Waverly* (N. Y.) *Sun*, a weekly.

Charles Swanton, formerly with the *Waterbury* (Conn.) *Democrat* as display advertising solicitor, has joined the classified staff of the *Waterbury American and Republican*.

John A. Dey, former owner and publisher of the *Millburn-Short Hills* (N. J.) *Item* has joined the display advertising staff of the *Miami* (Fla.) *Daily News*, and is handling Miami Beach for that publication.

Charles A. Colton of the *Boston Transcript* business office staff has been elected first vice-president of the Boston Credit Men's Association.

## IN THE EDITORIAL ROOMS

MALCOLM EPLEY, managing editor, *Klamath Falls* (Ore.) *Herald and News*, recently returned to work after an absence of six months due to illness.

Edward N. Teall has returned to the staff of the *Pittsburgh Post-Gazette* as editorial writer after an absence of four months spent with the *Philadelphia Record* and the *Camden* (N. J.) *Courier*.

Willard Wilson, *Philadelphia Evening Ledger*, and Mrs. Wilson are parents of a son, their sixth child.

William Desmond, federal building reporter, *Philadelphia Evening Ledger*, has resigned to become sales and advertising manager for the Keystone Distilling Co., Philadelphia. Willard Wilson has been given the federal run and Edward Foley, police district reporter, has been promoted to the sunrise edition staff.

Charles H. Allard, formerly with the press publicity bureau, Pittsburgh Chamber of Commerce, has joined the copy desk of the *Pittsburgh Post-Gazette*.

Francis W. S. Lee, financial editor, *Philadelphia Evening Ledger*, has returned to his desk after spending several days in Jefferson Hospital, Philadelphia.

Gertrude Troike, formerly with the editorial staff, *Battle Creek* (Mich.) *Enquirer-News*, has joined the *Battle Creek Moon-Journal*.

Miss Vina Lindsay, a member of the *Kansas City Journal-Post* staff, was

(*Continued on next page*)

## FOLKS WORTH KNOWING

RALPH T. JONES, theatre editor of the *Atlanta Constitution*, is a writer of news and fiction, one of the few recognized drama critics in the south, a musician, a composer and an artist.

RALPH T. JONES

Born in England, Mr. Jones later resided in Africa and travelled about the world. He came to the United States many years ago and has been a member of the Constitution staff for approximately 18 years. He has served as assistant managing editor and at present conducts the state news desk in addition to his theatre and moving picture reviewing. He conducts a column on Sunday also, entitled "S. R. O."

He has written a number of short stories for magazines, and has also composed a number of songs. His latest is "Dream Isle," of which he is the author of words and music. It was sung recently by Gene Austin. Another song, "Mother," words and music by Mr. Jones, was sung on tour by Madame Schumann Heink. Mr. Jones is an able pianist.


# RUBE GOLDBERG

Starts prescribing kindliness, human sympathy, and good will, on Monday, January 29.

See

**DOC WRIGHT**

**Rube Goldberg's**

greatest character

A daily strip with punch, laughter, adventure and pathos

**The McNaught Syndicate, Inc.**

V. V. McNITT, Chairman — TIMES BUILDING, NEW YORK, N. Y. — CHARLES V. McADAM, President



# Lobbyist Exposé Broke *FIRST* in Merry-Go-Round

MORE THAN FOUR MONTHS *before anyone alse got into the field, Drew Pearson and Robert S. Allen in their Washington Merry-Go-Round column were digging up facts on the Washington lobbyists. Here is the record:—*

**SEPTEMBER 7—Bob Jackson,** Secretary of the Democratic National Committee, holds up Home Loan Bank Board's purchase of business machinery for more than a month, by lobbying for Remington-Rand. Later resigns. (***This was the first Jackson story to appear anywhere***).

**SEPTEMBER 7—Wayne Johnson,** Chairman of the New York State Finance Committee of the Democratic National Committee, lobbies for National Sugar Refinery and visits Secretary Hull on Cuban sugar.

**SEPTEMBER 18—Charles Brand,** co-administrator of AAA, revealed as also secretary of the National Fertilizer Association, which is supported by the packers. (***He resigned next day***).

**OCTOBER 18—T. C. Donovan,** of Shipping Board, revealed as waiving $740,000 of insurance money on SS President Wilson to Dollar Line. Government held insurance as mortgage protection. Donovan, former employee of Johnson and Higgins, the insurance company, subsequently fired.

**OCTOBER 18—Huston Thompson,** former Democratic member of Federal Trade Commission and part-author of Securities Act, disclosed as attorney practicing before Commission on Securities Act.

**NOVEMBER 13—Bob Jackson,** revealed as lobbying for Cuban revolutionaries against Grau government.

**DECEMBER 2—Wayne Johnson** disclosed as lobbying for recognition of President Grau of Cuba.

**JANUARY 8, 1934**—The story of **Arthur Mullen,** the prairie boy who became Nebraska Democratic Committeeman and made $300,000 lobbying in Washington.

**JANUARY 11—Bruce Kramer,** Montana Democratic Committeeman, disclosed as attorney for Drug Institute lobbying against Tugwell Bill.

**JANUARY 11—Kermit Roosevelt** revealed as lobbying to obtain, without public bids, $2,250,000 mail contract, New York to Buenos Airies, for International Mercantile Marine, of which he is a director.

**JANUARY 14—Gwynn Gardiner,** old friend of Secretary Roper, disclosed as representative of Dollar Steamship Lines.

**JANUARY 23—South Trimble, Jr.,** son of Clerk of House, disclosed ruling, as Solicitor of Commerce Department, upon shipping legalities, in cases presented by his former law partner, Gwynn Gardiner.

**JANUARY 23**—Arthur Mullen's former law partner, **James H. Hanley,** disclosed as member of Federal Radio Commission. Elmer W. Pratt, Commission's former expert, now associated with Mullen.

***The lobbyist exposé is another indication of why the Washington Merry-Go-Round is leading the Washington column field.—***

For samples and terms please write to

**United Features**

MONTE BOURJAILY

*General Manager*

220 East 42nd Street, New York

## PERSONAL

(*Continued from page IX*)

given a reception at the Journal-Post building Jan. 18 on the eve of her journey to Washington, where she will join the *Washington Post* staff.

T. W. Ross, news director, *Colorado Springs* (Colo.) *Gazette and Telegraph*, returned recently to his desk after an extended illness.

E. C. Eyler, telegraph editor, *Grand Forks* (M. D.) *Herald*, has returned from a short vacation in the Twin Cities.

Elliott Roosevelt, son of the President and aviation editor of the *Los Angeles Examiner*, was sworn in as an honorary deputy sheriff of Los Angeles County Jan. 19.

C. A. Lawrence, editor, *Hopewell* (Va.) *News*, has returned to Hopewell from Anderson, Ind., where he was called by the serious illness of his mother.

Donald Hirsch, for the past year a member of the staff of the *San Diego Sun*, has returned to the *Pittsburgh Press* copy desk.

Sisley Huddleston, political representative from Europe and editorial writer for the *Christian Science Monitor*, spoke on "Can Europe Avoid War?" at a lecture in Chicago Jan. 20 sponsored for the Vocational Society for Shut-ins.

E. D. Woodworth, night editor, *Colorado Springs* (Colo.) *Gazette and Telegraph*, is recovering from an attack of pneumonia.

John E. Beer, assistant managing editor, *Newark Sunday Call* and president of the New Jersey group of the Associated Press, left Jan. 21 for a vacation at Miami Beach, Fla.

Herbert Bullock of the *Waterbury* (Conn.) *American and Republican*, an amateur pilot, has returned from Miami, Fla., where he attended the annual air races. He and two friends made the trip in a cabin monoplane and Bullock spent 20 hours of the flight at the controls.

Gerald Breckenridge has resigned from the editorial staff of the *Buffalo Times*.

Richard Shafter, former managing editor, *Newark* (N. J.) *Freie Zeitung*, and one-time Sunday editor, *Bridgeport* (Conn.) *Post & Telegram*, has joined the *Newark Morning Ledger* rewrite staff.

George Englehart, formerly of the *New York American*, is now a reporter with the *Pittsburgh Sun-Telegraph*.

Tom Brindley, city hall reporter, *Fall River* (Mass.) *Herald News*, has returned to his desk following several days in New York.

S. E. Lieberman, editor of the *Westwood* (N. J.) *News*, has been elected vice-president of the Retail Merchants' Association of Westwood.

Edward Place, editorial staff, *Boston Evening Transcript*, is writing a regular Friday feature "Old Man Winter", on winter sports activities throughout New England.

Miss Bertha Turner, formerly of the *Alexandria* (Minn.) *Citizen-News*, has joined the *Crookston* (Minn.) *Times* reportorial staff.

Gordon Mackey, formerly sports editor, *Philadelphia Record*, has joined the staff of the *Camden Post*.

Sidney M. Cavanaugh, *Binghamton* (N. Y.) *Press*, has been appointed state editor, succeeding Gerrit P. Rogers, who is now city editor. Horace Evans is assistant city editor.

Lawrence Demers has joined the *Holyoke* (Mass.) *Transcript-Telegram* as a reporter.

Dudley T. Fisher, Jr., an artist on the *Columbus* (O.) *Dispatch*, has been appointed an instructor in the fine arts department of Ohio State University, for the winter quarter.

Cecile Guthrie, bridge editor, *Columbus Ohio State Journal*, and her associate won the pair championship of the Ohio Capital Bridge Tournament.

Clark H. Galloway, city editor, *Council Bluffs* (Ia.) *Nonpareil*, has been reappointed a member of the municipal airport commission.

Richard W. Frankhauser, for the past 18 months county courthouse reporter for *Battle Creek* (Mich.) *Moon-Journal* and for several years a member of the editorial staff of the *Grand Rapids* (Mich.) *Herald*, has joined the *Marshall* (Mich.) *Evening Chronicle*. William B. Holt, of the Chronicle staff, has been shifted from the street to the telegraph desk.

William Macdonald, city hall and police reporter, *Ottawa* (Ont.) *Citizen*, has been elected vice-president of the Central Canada Exhibition Association.

Paul C. Smith, financial editor, *San Francisco Chronicle*, started a new series of weekly talks over the Chronicle radio station KGO Jan. 17 entitled "Speaking Out," discussing current economic, social and political developments.

Willie Ratner, boxing writer, *Newark* (N. J.) *Evening News*, has been assigned to Miami, the scene of the Carnera-Loughran heavyweight championship battle.

John O'Reilly, nature editor and reporter for the *New York Herald Tribune*, is recuperating at his home from a recent operation.

G. A. Martin, former managing editor, *Santa Barbara* (Cal.) *Morning Press*, and for the past year managing editor, *Santa Barbaran*, weekly, has been appointed to the editorial staff of the *San Diego* (Cal.) *Sun*.

Wallace Casey, staff writer, *Kansas City Star*, has been assigned to the trial of Tom B. Boyd, former treasurer of Kansas, in the Kansas bond scandal case.

Arthur Ruhl, special writer for the *New York Herald Tribune*, returned this week from Montevideo, where he covered the seventh Pan-American Conference.

James Anderson, in charge of resort and travel advertising, *Chicago Tribune*, is captain of the Chicago squash racquet team which meets the Jesters Club of London, England, in two matches in Chicago next week. Mr. Anderson is at present squash racquet champion of Chicago.

Edward Suthern Hipp, drama editor, *Newark Sunday Call*, sailed Jan. 18 for a West Indies cruise of 11 days.

Ralph Barnes, correspondent of the *New York Herald Tribune*, has returned to his post at Moscow following a trip through a number of Soviet provinces and to Tashkent, in Turkestan, early this month.

Al Warden, sports editor, *Ogden* (Utah) *Standard-Examiner*, is in California with the Ogden Boosters basketball team, which he manages.

Wellington G. Jones, sports editor, *Harrisburg* (Pa.) *Telegraph*, has been elected president, Harrisburg Sports Writers' Association.

Mary Reid of Texas is new fashion editor of *Nashville Banner*, her page of fashion sketches appearing in each Sunday paper. In addition, Miss Reid is making a series of sketches of historic Nashville buildings.

Bill Harvey, chief of the *Paterson* (N. J.) *Call* sports department, was honored by associates Jan. 20 on the occasion of his 35th anniversary of service with the paper. At an informal gathering Mr. Harvey was presented with a twill tapestry easy chair and a bouquet of 35 carnations. Robert Williams, president of the Call Printing and Publishing Company, personally extended the congratulations of the organization.

Glen Crossman Hayes Perry, yachting editor, *New York Sun*, and Miss Kate Gutherz Warriner, announced their engagement this week.

George Hurd has resigned from the *San Antonio Light* copy desk and is going to Washington.

Cameron Hyde, *Albany* (N. Y.) *Evening News* managing editor, visited his home in Poultney, Vt., recently.

Russell T. Hitt, formerly of the Paris staff of the *New York World* and of the *Detroit Times*, has joined the staff of the *Detroit Free Press*.

Miss Georgianna Taliaferro has joined the news staff of the *Norfolk* (Va.) *Ledger-Dispatch* to handle the woman's page and club activities.

## WEDDING BELLS

H. ARMAND DE MASI, chief copy editor *New York Evening Journal*, to Miss Fay Guedalia of New York, a third cousin of Philip Guedalla, noted British essayist, in the Municipal Building chapel Jan. 2. The bride was attended by Mrs. Ruth Guedalia, a sister-in-law, and the bridegroom by Leo Monsky, assistant make-up editor of the Evening Journal. Ted H. Zittel, also of the Journal copy desk, was another witness. Mr. de Masi's former wife died Dec. 21, 1932, in Los Angeles, after the birth of a daughter.

Harriet J. Thompson, for the past four years secretary to Robert P. Holliday, publisher of the *San Francisco Call-Bulletin*, to James G. Garrett, at San Francisco, Jan. 23.

Sally Frank, of the editorial staff, *Los Angeles Herald and Express*, to Will R. Moore, Los Angeles newspaper writer, Jan. 20 at Riverside, Cal.

Cyrus W. Durgin, music editor, *Boston Globe*, to Miss Edna Morse Kelley, in Arlington, Jan. 20.

Edward Jamieson Milne, Pawtucket bureau of *Providence* (R. I.) *Journal and Evening Bulletin*, to Alice Lake Maxwell of Warren, R. I.

Robert T. Whitten, publisher, *Conroe* (Tex.) *Courier*, to Miss Annie Moore Clark, Jan. 11, at the home of her parents in Prairie Point, Miss.

Miss Sara Heminger, daughter of I. N. Heminger, publisher, *Findlay* (O.) *Republican-Courier*, and Mrs. Heminger, to Jack L. Anderson, San Jose, Cal., in San Francisco last week.

Major Samuel Rolfe Millar, son of the late publisher of the *Warren* (Va.) *Sentinel*, to Mrs. Dorothy Angus, in Richmond, Friday, Jan. 19.

George L. Goodale, of the sports staff, *Tulsa* (Okla.) *Tribune*, to Miss Eleanor Jane Shookey, Jan. 15 at Sapulpa, Okla. Goodale formerly was with the *Tulsa World* and *Oklahoma City News*.

Edwin E. Harnett, reporter, *Jersey City* (N. J.) *Jersey Journal*, to Miss Janet Louise Hanse of Dover recently at New Windsor, N. Y.

## PRESS ASSOCIATION NOTES

WELBOURN KELLY has joined the Carolinas bureau of the Associated Press at Charlotte, N. C. He is a former Atlanta newspaperman.

Mr. and Mrs. Allan W. Crist are parents of a son born at Harrisburg (Pa.) Hospital Jan. 19. Mr. Crist is a member of the Harrisburg staff of the Associated Press.

Martin Brackbill, formerly of the Associated Press staff of New Haven, Conn., has joined the *Harrisburg* (Pa.) *Evening News*.

George W. Hinman, Jr., chief, Paris bureau, Universal Service, has returned to his post after a month's vacation in the United States.

John R. Tunis, noted writer on tennis, has joined the sports staff of Universal Service and will cover all of the major tournaments in the U. S. and Europe this year for Universal.

Karl von Wiegand, chief European correspondent of Universal Service, is returning to his Berlin post after a vacation in Egypt.

John P. Voorhees, co-editor, *Rockingham* (N. C.) *Journal*, has joined the staff of the Associated Press at Columbia, S. C., and has been assigned to cover the state legislature, just convened.

E. L. Roddan, White House correspondent of Universal Service, who has been ill for several months, has returned to duty.

John Koblert, Jr., who recently returned from Europe after two years in the London and Paris bureau of Universal Service, has been assigned to the New York staff.

## SPECIAL EDITIONS

PORTSMOUTH (VA.) STAR, 39th anniversary edition Sunday, Jan. 21, consisting of six sections, and 52 pages.

*Memphis* (Tenn.) *Commercial Appeal*, Jan. 19, special section for the Independent Retail Grocers of Memphis, 8 pages.

*Lexington* (Ky.) *Herald* 72-page Annual Thoroughbred Horse and Livestock Edition Jan. 18. E. H. Bubert is advertising director of the Herald.

*Waterloo* (Ia.) *Courier*, 36 pages, 1934 Recovery Edition, recently.

## SAVED DROWNING WOMAN

Arthur Stott, a reporter on *Victoria* (B. C.) *Daily Times*, was the hero of a life-saving episode in Victoria Harbor, Jan. 15, when, after several small boats had been upset, he set out in a small dory, and battling his way through angry waves, rescued Mrs. Clifford Bales, whose boat had overturned. Her companion, Llewellyn Hinder, had to be left clinging to the upturned boat, and was not seen again. Another rescuer, Dr. Fred Harling, who was Stott's uncle, died on reaching shore after swimming through the waves when his boat upset. Scott was a member of Canada's Olympic high-diving team.


# EDITOR & PUBLISHER
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## NEWSPAPERDOM JOURNALIST

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THE OLDEST PUBLISHERS' AND ADVERTISERS' JOURNAL IN AMERICA

*Established by Allen Forman in 1884*

Marlen E. Pew, *Editor;* Arthur T. Robb, *Managing Editor;* Warren L. Bassett, *News Editor;* Robert S. Mann, *Associate Editor;* John W. Perry, *Feature Editor*

Charles B. Groomes, *Business and Advertising Manager;* James Wright Brown, *Jr., Service Manager;* George H. Strate, *Circulation Manager;* S. L. Dare, *Classified Manager;* Elizabeth McMahon, *Cashier.*

London Office: c/o The Caxton Magazine, Grand Buildings, Trafalgar Sq., W. C. 2. Allan Delafons, Manager. Paris, France, Office: *76 rue des Petits Champs*, Sydney H. Clarke, *Manager*. Paris Editor: George Langelaan, *15 rue Portal, Enghien les Bains, Seine et Oise*. Tokyo Correspondent, Clarence A. Davies, c/o Japan Advertiser. Washington Correspondent: George H. Manning, *National Press Club Building*. Chicago Office: *921 London Guarantee and Accident Building, 360 North Michigan Avenue*, George Brandenburg, *Correspondent;* Pacific Coast Representatives: Correspondent—Earl Burke, *1234 Jones Street*, Apt. 24, San Francisco. Advertising—R. J. Bidwell & Company, Chamber of Commerce Bldg., Los Angeles; *748 Market Street*, San Francisco; and Lloyd Bldg., Seattle, Washington.

International Year Book last Saturday in January—"A.N.P.A." numbers last two Saturdays in April—Advertising Convention number first Saturday in June—Advertising linage records in March and September—Newspaper rates and circulations in January and July—Market Guide containing standardized merchandising and marketing data on 1,400 newspaper markets third Saturday in November—

Size of type 8½ x 12 inches—168 agate lines (12½ ems) on four columns—total of 672 agate lines to the page—

Largest type page in the business paper field—Display advertising rates: transient, 75c. per agate line, or series of insertions as follows:—

| Size | Lines Agate | 1 Time | 6 Times | 13 Times | 26 Times | 52 Times |
|---|---|---|---|---|---|---|
| 1 Page | 672 | $250 | $225 | $200 | $190 | $168 |
| ½ Page | 336 | 140 | 120 | 110 | 100 | 95 |
| ¼ Page | 168 | 75 | 70 | 65 | 60 | 55 |
| ⅛ Page | 84 | 50 | 45 | 40 | 33 | 30 |
| 1/16 Page | 42 | 30 | 25 | 20 | 17 | 16 |

The single column forty-two line rate maker card at a cost of $16 per week earns as low a rate on a 52-time basis as any other schedule, namely, $168 per page; $95 half page; $55 quarter page.

Classified rates: 75c. per agate line one time; 60c. per agate line four times.

Situations wanted: 50c. per agate line one time; 40c. per agate line three times (count six words to the line).

Subscription rates: By mail payable in advance United States and Island Possessions $4 per year; Canada $4.50; Foreign $5.

Charter Member of the Audit Bureau of Circulations with a certified "A.B.C." as follows:

| Six Months Ended | Net Paid | Total Distribution |
|---|---|---|
| December 31, 1932 | 9,337 | 10,488 |
| " 1931 | 10,116 | 11,120 |
| " 1930 | 10,403 | 11,417 |
| " 1929 | 10,180 | 11,564 |
| " 1928 | 8,967 | 10,019 |
| " 1927 | 8,220 | 9,546 |
| " 1926 | 7,014 | 7,966 |

*Advertising Agencies*

## SEES HIDDEN PURPOSE IN TUGWELL BILL

**Statement by Young & Rubicam Quotes Tugwell's Views as Evidence of Aim to Slash Advertising and Fix Prices**

Belief that the sponsors of the Tugwell bill are aiming not merely to protect the public health, but also to reduce the amount of advertising and establish governmental price-fixing, is openly expressed in a brief filed with a subcommittee of the U. S. Senate by Young & Rubicam, New York advertising agency.

The first part of the brief criticizes the bill in many particulars which have drawn fire from other business sources. Then the question is asked: "What is the *real* purpose of the Tugwell Bill?" The latter half of the statement is devoted to answering this question. Quotations from the writings of Rexford G. Tugwell in EDITOR & PUBLISHER, and in his book, "The Industrial Discipline," are cited to bear out the inferences stated.

"In all frankness," says the Young & Rubicam brief, "we think there is at least some substantial evidence to justify the belief that the bill has a purpose, not declared and not in any way related to the protection of the public against false claims. We think there is evidence that an attempt is being made to utilize the Tugwell Bill—ostensibly a Pure Foods and Drugs Bill—to effect social and economic changes which (by the sponsors' own admission) could not be accomplished in the broad light of day. . . . .

"Since they are asking for so broad discretionary powers, it is important to know more about their attitude toward business—honest business—and toward advertising. It is important to know whether they have any 'axe to grind' that is being kept under cover. For the acceptability of Mr. Tugwell as a dictator of what the manufacturer can and cannot say in his advertising depends to a much greater extent on what Mr. Tugwell's views are generally than on what Mr. Tugwell says in pleading for the delegation of broad powers.

"And a careful reading of Mr. Tugwell's 'The Industrial Discipline' justifies the feeling, we believe, that we should not want to entrust him with autocratic power over advertising."

The brief quotes Mr. Tugwell's doubts as to the social value of advertising, and credits him with the belief that the Federal government should obtain control of prices even by roundabout methods if necessary to get around constitutional restrictions. It adds:

"Now the pattern of his thinking becomes complete and clearly comprehensible. He wants lower prices. Competition, which theoretically keeps prices down, actually does not. Therefore prices must be controlled. The Federal government has no constitutional power to control prices. Amending the Constitution to grant the necessary power 'seems far off indeed'—first of all because it is always difficult to amend the Constitution, and second because there is no 'social will' for such price control. Nevertheless, although there is no power to control prices, and no recognition by the public of the need or desire for controlled prices, he still thinks that such control must be effected if possible. If the power to regulate interstate commerce can be stretched to include power to protect the public health, why cannot it also be stretched to include the power to protect what is just as important—the consumer's pocketbook? It can—and in the same act! Not directly, to be sure. Not openly—but covertly, insidiously, resorting to subterfuge to obtain acceptance of what would not be accepted under its true colors—resorting to 'devious approaches to what seems a simple problem.'

"In this philosophy, we think, may be found the explanation of some of the extraordinary language of the proposed Tugwell Bill. It explains, as no other explanation has yet done, the tenacity with which the sponsors of the bill hold out for language far more drastic than seems to be necessary to accomplish the *admitted* purposes of the bill. The right to control the kind of advertising, Mr. Tugwell presumably thinks, will quickly become the right to control the amount of advertising. And we believe that here, at least, he is right. We believe that a strict and literal enforcement of the language of the Tugwell bill as to false advertising would surely result in a drastic curtailment in the amount of advertising. We do not believe—as Mr. Tugwell does—that such a reduction would be in the public interest. . . .

"If the only way in which his three major objectives can be obtained is by conferring upon the Government the power to control prices; and if, in the exercise of that price-control, advertising must be controlled—curtailed—eliminated; then let him state the issue squarely and frankly and let the people decide. We are still a democracy. . . . We very much fear that the medicine which Mr. Tugwell seeks to administer by means of the Tugwell Bill comes dangerously near to being 'misbranded.'"

## AD-VENTURES

**By ROBERT S. MANN**

WARNING carried in this paper on Oct. 14, that advertising appropriations might be menaced by price-control clauses in numerous NRA codes, is given pointed illustration in a gasoline price war reported from Washington, D. C., where non-advertising oil companies claim a legal right to undersell the advertising firms.

Of course they have had the right to try underselling in the past, but now there is a possibility of grand jury action and perhaps a jail sentence for code violation in case any firm, in skirmishing over price, gets its figures lower than the costs to be charged against its gasoline. And among those costs is the advertising appropriation.

A David Lawrence dispatch this week quoted Nathan Margold, solicitor for the Department of the Interior and head of the petroleum administrative board, as saying:

"Advertising is just an item of cost, among other items. We are concerned under the code with the question of whether sales are made below cost. If the total cost, including advertising, is in excess of the sale price, then a violation of the code has occurred."

* * *

ALL this, of course, is exactly what was forecast by Alfred T. Falk, research director of the Advertising Federation of America, in a brief reported in this paper in October as mentioned above. He urged that such price control provisions in the various codes should be based on production costs, with selling costs excluded.

Suppose that current gasoline advertising increases volume and thus lowers other selling costs sufficiently so that the advertisers and the non-advertisers compete evenly on price. If price wars should squeeze out all or most of the margin above cost, how would a company justify a big campaign when spring weather offers new selling possibilities? Perhaps an enlarged campaign would bring in enough future volume to justify itself, but in the meantime must prices be raised on present volume? That would be a poor start for any sales campaign.

The question is one which may confront advertisers and publishers in all parts of the country in connection with many industries.

One who has spoken out in protest on the matter is H. K. McCann, president of McCann-Erickson, Inc. whose letter to publishers is reported elsewhere in this paper.

* * *

CIGARETTE companies, as usual, stand well up in the list of advertising successes, despite the price-cutting of the leading firms last year. Liggett & Myers Tobacco Company, second of the Big Four to report, announced this week that net income in 1933 was $16,731,175, and the directors voted an extra dividend of $1 a share on the common and Class B stocks. True, the net was $6,344,037 less than in the year before, but sixteen million dollars is sixteen million dollars these days, and we trust the Liggett & Myers boys won't feel too down-hearted over the results of their advertising.

* * *

THIS makes the story even better. On Jan. 6 this column remarked upon the achievement of the *Oakland Tribune* in selling display space to 144 churches for a section devoted to Christmas services, and we asked "Is this a record of some sort?"

Comes now Morton J. A. McDonald, classified advertising manager of the Tribune, who answers: "The record lies in this: That four young ladies have been doing this semi-annually, at Christmas and Easter, since 1920. They are still hitting the ball."

* * *

PRINTERS worked all night on a leaflet for L. Bamberger & Co., Newark, N. J., when an unexpected purchase of sun-tan cream at a bargain price was hastily put on sale. On the word of George Bijur, publicity director for the store, the copy said: "It sinks into your skin without leaving a trace." When the leaflet was printed someone discovered that the letter "t" had crept into the second word.

### Presbrey Agency Appointed

Strohmeyer & Arpe Company, wholesalers, 139-141 Franklin street, New York, have placed their advertising account with the Frank Presbrey Company. The schedule at present consists of selected newspapers in various cities. The company imports food products, including the famous Re Umberto Italian Olive Oil. It is now handling a large list of imported and American wines and liquors.

### Cone Agency Moving

The Andrew Cone Advertising Agency has leased a large suite of corner offices on the 31st floor of the Empire State Building, and will move on Feb. 1 from 18 East 41st street. The Cone Agency started in business in 1890 in the old Tribune Building, 154 Nassau street, where it was located for 34 years. Following the uptown movement it went to 41st street, 10 years ago. Frederick H. Cone, one of the charter members of the A. A. A. A., is president of the agency, succeeding the late Andrew Cone.

### Will Label Cartoon Copy

Advertisements in cartoon technique or comic strip will be printed in the *Chicago Tribune* with the word "advertisement" set in agate caps three times across the top of the copy, W. E. Donahue, Tribune advertising manager, announced this week. This regulation will apply to all pages, half-pages and strips. The extra linage required for the word "advertisement" will be charged to the advertiser.

### J. S. Adams to Benton & Bowles

James S. Adams has resigned his position as vice-president and assistant to the president of Johns-Manville Corporation to join Benton & Bowles, Inc., New York agency. Mr. Adams has been elected a vice-president of Benton & Bowles, and will work closely with William B. Benton, beginning Feb. 1.

### Plastics Account to Mathes

Harry M. Dent, president of General Plastics, Inc., of North Tonawanda, N. Y., has announced the appointment of J. M. Mathes, Inc., to direct the advertising for his company.

## BYRD COPY TELEGRAPHED

**Seventy-seven Dailies Received General Foods Rush Order**

The arrival of Admiral Richard E. Byrd and his Antarctic expedition in Little America last week was the signal for a spot news advertising campaign by General Foods Corporation, copy for which was transmitted to 77 daily newspapers throughout the country by telegraph. The copy, running about four and one-half inches single column, was an attention-caller for the Saturday night broadcast from the Byrd expedition over the Columbia network, sponsored by General Foods in behalf of Grape-Nuts.

The telegraphic copy, together with insertion order and instructions to newspaper to use small cuts of Admiral Byrd, if they had any in their files, was released Friday, Jan. 19 for morning and evening newspapers of the 20th.

### May Continue N. Y. Office

A. T. Stewart, president of Stewart, Hanford & Frohman, Inc., Rochester, N. Y., agency, told EDITOR & PUBLISHER this week that the future of that agency's New York office was still undecided and that several plans were being considered. It had been reported last week that the New York office would be closed Feb. 1. Louis H. Frohman, vice-president of the agency, has resigned to join Frank Presbrey Company, New York.

### Agency Adds to Staff

Gwynn Fielding, previously with the Los Angeles office of Lord & Thomas, has been transferred to the San Francisco office as assistant to Harry W. Bucknell, space buyer. Ed. Bell has been added to the agency's San Francisco staff as assistant to Fred Ludekens, art director.

### Coca-Cola to Spend $6,000,000

Coca-Cola bottlers of the Middle Atlantic and New England States, meeting at Atlantic City this week, were told that the Coca-Cola Company would spend in excess of $6,000,000 in advertising this year. It was said this is the largest appropriation of its kind ever made by the company.

### Tide Water Promotes Henderson

Frederick B. Henderson, advertising manager of the Tide Water Oil Company in the mid-continent territory with headquarters at Tulsa, Okla., has been made general advertising manager with headquarters in the home office at New York.

### Joins Mayers Agency

Harold H. Wright, formerly with Roche Advertising Company and Critchfield & Co., has been added to copy department of the Mayers Company, Inc., Los Angeles agency.

### Redfield, Coupe Appointed

Delta File Works of Philadelphia have appointed Redfield, Coupe, Inc., of New York and Philadelphia as their advertising agency. Trade papers and direct mail will be used.

### Placing Macaroni Account

Harmes & McGinnis, Minneapolis agency, is handling the account of Minnesota Marcaroni. Newspapers in the middle west will be used, beginning in February.

### Has Educator Biscuit Account

The account of Educator Biscuit Company, Chicago, is now being placed by Blackett-Sample-Hummert, Inc., Chicago.

### Willard Tablet Appoints

Willard Tablet Company, Chicago, has appointed the Western Advertising Co., Chicago, to direct its account.

### Edmund Directs Continental

H. L. Edmund has been appointed advertising manager of Continental Automobile Company, Detroit.

*Circulation*

## DAILY HAS EMERGENCY FUND FOR CARRIERS

**El Paso Times Plan Calls for 5 Cents a Week from Boys and $2.50 from Paper — Loans Made with Interest**

An unusual "carriers' association emergency fund" is being operated by the *El Paso* (Tex.) *Times*.

Under the plan carriers, numbering 100, contribute five cents a week to the fund, while the paper contributes $2.50 a week.

From this fund loans are made to carriers. A boy breaks a window throwing a paper, another is sick, another is hurt in a football game. He may borrow up to a certain amount determined by Mayo Seamon, circulation manager, depending on circumstances and his ability to repay. Approximately 10 per cent interest is charged, which is turned back into the fund. A boy who borrows $10 pays back $11 at the rate of 50¢ a week for 22 weeks, or 25¢ a week for 44 weeks.

Since Feb. 1, 1933, when the fund was organized, 21 relief gifts have been donated, and 33 loans totaling $211 have been made.

All carriers are under $10 cash bond, payable when they are given a route. This protects the office against their failure to pay their paper bills every Saturday. The emergency fund dues are paid to the district manager along with the weekly paper bill. Dues are placed in a small iron savings bank until full, then deposited.

The association has its own officers elected from the membership, Mr. Seamon acting as advisor and trustee for the boys.

### Boy Editorials Reprinted

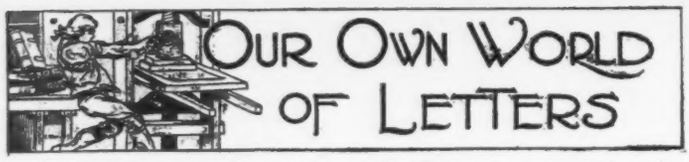
Howard W. Stodghill, *Louisville Courier-Journal* and *Times*, and chairman of the Newspaper Boy Welfare Committee of the International Circulation Managers' Association, is distributing a four-page newspaper-size broadside of editorials from the Louisville dailies against ratification of the federal child labor amendment. A letter from Nicholas Murray Butler to the *New York Times*, and a Times' editorial, are also reprinted. The back page is devoted to a plea for the carrier boy system, featuring Amon G. Carter, Jr., son of the publisher of the *Fort Worth* (Tex.) *Star-Telegram*, headed "He's a Publisher's Son. . ." The *Syracuse* (N. Y.) *Post-Standard* on Jan. 18 printed a letter signed by 13 persons objecting to a recent editorial in the newspaper against the child labor amendment. The letter was followed by an editorial rejoiner.

### Using War Scene Float

In the interest of the uncensored war pictures now appearing in the *Chicago Sunday Herald and Examiner*, the circulation promotion department is using a 30-foot float, depicting a gruesome war scene, showing the bodies of four soldiers in mutilated condition after a high explosive shell has hit a machine gun nest. Both the Herald and Examiner and *Chicago Daily News* are featuring uncensored war pictures at present. The Daily News is publishing on Saturday a special rotogravure tabloid section containing the pictures. The Herald and Examiner war pictures are appearing in the Sunday paper in black and white.

### Iowans Vote for Hard Liquor

Iowans favor the sale of hard liquor, a straw poll just conducted by the *Des Moines Sunday Register* reveals. The result showed 4,854 Iowans favor the sale, and 2,427 oppose it. The ballot was printed only once on Sunday, Jan. 14, and the results were printed Sunday, Jan. 21. The Iowa legislature is now in special session and has a liquor control bill before it.




"THE Rights and Privileges of the Press," by Fredrick Seaton Siebert, assistant professor of journalism, University of Illinois, is a book that belongs on every newspaperman's shelf.

Publisher, editor, general manager, managing editor and all who write and prepare news for print will have need of this carefully compiled and authentic volume to tell him what's what legally.

Mr. Siebert is eminently qualified for the job he has undertaken. In addition to his professorial duties he is a member of the Illinois bar. Therefore he looks at the intricate question of press privileges legalistically as well as journalistically.

Many of the books of this nature which have gone before have been based on the restrictions of the press. Mr. Siebert, however, approaches the problem from a different angle. His emphasis is rather on the rights of the press: the right to gather the news, the right to publish the news, and the right to comment on the news.

Each of these divisions is treated competently and authoritatively with many colorful illustrations which make the reading of the book an interesting as well as an instructive business.

Thus, under the division entitled "The Right to Gather the News", the author tells of the right to gather news from government records, the right to report court proceedings, the right to report legislative and administrative proceedings, the right to gather news from written or printed sources and the relations with news sources. Each of these is treated in subdivisions. This is indicative of the thoroughness of the book.

There are matters of great moment in this book, matters which are generally overlooked in the daily routine of getting out the paper. Thus we learn on page 41 that:

> The press at the present time does not have the right to be present at either civil or criminal trials. The right of the judge to expel reporters seems to be absolute, but there is a concerted effort on the part of the newspapers to have this rule changed.
>
> The question of the right to attend trials has never been directly presented to a court of appeal in the United States, and such a case, if presented solely on the basis of precedent without regard to present social and political theories, would be decided against the press. There is no doubt that judges as well as other public officers sometimes need the publicity given by the press in reports of trials. Recognizing this, they almost universally have permitted reporters to attend judicial proceedings, but this attendance has always been at the sufferance of the judge and not as a right of the press. Several states have expressly provided by statute that minors and news-gatherers may be excluded from divorce proceedings where the subject matter is scandalous or obscene.

Mr. Siebert has the faculty of treating intricate legalistic questions simply and allows the illustrations to speak for themselves. This certainly is a relief from the staid volumes of this nature. Material in at least six of the chapters is entirely new and not to be found in any other work on the law of the press. Extended treatment is given to obscene publications, comments on public officers and candidates for public office, and comments on persons seeking public approval. The book opens with a short but authentic digest of freedom of the press interpretations, a sound foundation on which to build a volume of this kind.

Mr. Siebert is not sanguine about press freedom. He says:

> Only by the use of extremely general terms can the various judicial interpretations of the constitutional guarantees of the freedom of the press be reconciled.

The author quotes liberally from EDITOR & PUBLISHER which "provides the only source of information on cases that, while significant, have never gone beyond the trial court or that have been settled out of court, and, more immediately, on cases too recent to have reached an appellate court." The book is also replete with court documents, many of which are familiar to students of newspaper law.

Simplicity and convenience are features of the book. The use of legal and technical terms has been reduced to a minimum. All side discussions and citations of authorities have been relegated to footnotes. Each point is presented in a separate section with a digest of the most important cases which are pertinent.

The book is published by D. Appleton-Century Company, and the price is $3—J. W. P.

* * *

WHAT is undoubtedly one of the best novels with a newspaper setting to appear in many a year is "The Tide" by Vincent Sheean, a former newspaperman, who has succeeded in telling a story which is hard-boiled, hilarious, tragic and satiric at one and the same time, and which reproduces the newspaper atmosphere and newspaper people with uncanny fidelity.

The oftentimes blind force of the press, exerting its influence on many lives in a perfectly routine way from the standpoint of the executives in charge, is graphically shown.

The story revolves about the visit to New York of a Holy Man from the Near East—a "Messiah" to the city editors—in reality a modest, pious man with a mission to aid all the downtrodden and unfortunate. Before his boat reaches New York a radio report from the ship says he has raised a man from the dead, and as the story opens a cutter load of reporters are on their way down the bay to meet, interview, photograph and generally take apart the pretentious newcomer. Half of the news hawks know only the radioed "raising from the dead" report, but are already convinced the Holy Man is a fraud. The others have read a few clips and are thus thoroughly prepared to "hop on" a yarn which the city desks feel will "go over big."

What follows is a disheartening and sardonic picture, not only of newspapers and their methods, but of nearly all the characters drawn onto the stage, and they are many and varied.

Newspapermen will delight in the rapid action, the biting humor, the general debunking of "big shots," the accuracy of the newspaper material, and not a few will leave the book with an entirely new slant on their profession.

Mr. Sheean knows whereof he speaks. At 21 he was a foreign correspondent for the *Chicago Tribune* and later worked abroad for *New York Wolrd* and North American Newspaper Alliance.

"The Tide" is his second novel and is published by Doubleday, Doran & Co. ($2).—W. L. B.

### New Strip in N. Y. Sun

A new comic strip appeared in the *New York Sun* Jan. 22, "Olly of the Movies," the creation of Julian Ollendorff, screen cartoonist, who has been producing motion pictures for the past 15 years. This is the second comic strip to be started by the Sun this year. "Napoleon and Uncle Elby," by Cliff McBride, started in the Sun Jan. 2. The Sun is now publishing seven comic strips every day.

### Entertained Hospital Patients

Members of the circulation department of the *Newark* (N. J.) *Evening News* recently entertained patients at the Hospital and Home for Crippled Children. Joseph Hudson was chairman and A. J. Flanagan master of ceremonies.

### Coast Paper Adds Comics

The *Inglewood* (Cal.) *News* recently added a full page of comics to its regular daily features.

## AGAINST AUCTION PLAN

**New York Newsdealers Fear Stand Monopoly May Result**

The New York Newsdealers Protective and Benevolent Association, Inc., at a meeting Jan. 21, voiced disapproval of the proposed plan to auction newsstand privileges to high bidders. Instead the organization drew up a substitute plan, which it will submit to Paul Moss, new commissioner of licenses.

More than 150 newsdealers attended the meeting, which was private. Bert Meadows, secretary, said later the newsdealers had contended that the auction plan would result inevitably in a small group gaining a monopoly of newsstands throughout the city by virtue of their ability to outbid. The substitute plan proposes a classification of newsstands with a larger licensing fee for the stands doing the greater business.

### Featuring Staff Members

The *Indianapalis Times* is running a series of daily stories entitled "We Make Your Newspaper," which are sketches of editorial department employes. The stories are written in feature style by Norman E. Isaacs, news editor, and are accompanied by three-column cuts of the men and women who are the subjects.

### Roosevelt Picture Contest

The *Cleveland Plain Dealer* is publishing a series showing "The Life of Roosevelt in Pictures" and in connection therewith is sponsoring a contest for school children of Northern Ohio. Ten prizes of $5 each are offered for the 10 neatest and best scrap books containing all the pictures.

### Scripture Contests in Columbus

Both the *Columbus* (O.) *Citizen* and the *Columbus Dispatch* are running a Bible contest in which the participants are to select the verse of scripture that best fits a picture to be published each day. The total amount of the prizes is $7,000.

### Carrying CWA Column

The *Toledo Blade* last week started a CWA news column, conducted by Lester Heins, reporter. Correspondents were appointed from the workers on each project, and Heins collects their copy daily. The material runs almost two columns daily.

### Offering Washington Trips

The *Glens Falls* (N. Y.) *Post-Star* and *Times* are sponsoring their fourth Washington pilgrimage contest for carriers. It closes March 17. H. H. Strong, circulation manager, said trips to the capital would be awarded three boys.

### E. D. Hood Visits Miami

E. D. Hood, circulation manager, *Savannah* (Ga.) *Morning News* and *Evening Press*, and also president of the Southern Newspaper Circulation Managers' Association, was a visitor in Miami, Fla., Jan. 16.

### 50 Carriers Visited Chinatown

Fifty carrier boys of the *Flushing* (N. Y.) *North Shore Journal* were selected by Circulation Manager Ernest Levy to take a trip on chartered buses Friday night, Jan. 26, to New York's Chinatown.

### Offering Income Tax Service

The *Chicago Journal of Commerce* has opened its yearly income tax department, conducted as in former years by George T. Altman, Chicago attorney and income tax specialist.

### Route Builder to Be Monthly

The *Route Builder* published by the circulation department of the *Fargo* (N. D.) *Forum* will be issued monthly instead of weekly, beginning February 10.

## REPORTER TRAINING STRESSED BY BLOCK

**Publisher Says Newspaper's Success Largely Determined by Its Writers in Address Before Journalism Students**

Attributing the success of a newspaper to the abilities of its reporters, Paul Block, publisher and friend of the newspapermen's guild, said that there was a need for educated and well-trained people to write the day's news, in an address at the Pulitzer School of Journalism, Columbia University, Jan. 23.

PAUL BLOCK

That a background in politics, economics, sociology, literature, science, business and finance was necessary in enabling the reporter to interpret the news was pointed out by Mr. Block. He said: "Every year newspapers feel more and more the need of educated and well-trained people to write the news. Modern developments make it impossible for the average reader to understand what is happening in the world and its significance to the society in which he lives, unless the newspaper writes it for him in such a way that he can appreciate its importance.

"I have often thought that any occurrence anywhere in the world could be made of surpassing interest to anybody if a really good reporter covered it. Fundamentally news is drama. Drama is conflict. If we could make clear to every reader of a newspaper the conflict in the event which we are reporting, we could have a publication of such amazing dramatic variety that the reader would receive enlightenment and entertainment to such a degree that he would be loath to stop reading. Such a newspaper would be as exciting and as engrossing as the best play. For there in its columns would be spread before the reader every day all the stories of the emotions which move men and women to acts which make news and history. It would record not merely the acts, but what motives preceded the acts and what the acts mean to the persons involved, whether they should be individuals, families, or nations.

"Newspapers in the past generation have made great advances. They are immeasurably better than they were. They publish more news of more things, but it seems to me that they are not yet good enough. Often it is due to shortcomings of reporters.

"Newspapermen should be proud of the privilege of working for a free press," Mr. Block said. "I often wonder why so many people get excited about the eighteenth amendment, and other later amendments to the Constitution, and almost forget the first ten amendments, which constitute the bill of rights, and by virtue of which we have in America the freedom of the press.

"So long as we possess and practice the Constitutional right of freedom of newspaper expression, so long as we fight against and with the victory over even the smallest beginnings of an attempt on the part of the government to restrict public expression in newspapers, we shall maintain in this country the principles of democracy as against those of communism on the one hand and capitalistic fascism on the other."

### RAEY MANAGING EDITOR

Thomas M. Raey, local editor, *Jefferson County Union*, Fort Atkinson, Wis., has been promoted to managing editor to fill the vacancy left by the recent death of H. L. Hoard.

### CALIFORNIA GROUP SEEKS LOWER WIRE COSTS

(*Continued from page III*)

awarded to the *Alhambra Post-Advocate*, Ed. F. Elfstrom; *Sacramento Union*, Charles J. Lilley; and the *Riverside Press*, Harry Hammond.

The first speaker at the afternoon session was Kenneth F. Boucher, executive vice-president of Pacific Association of Advertising Agencies, who gave the agencies' answer to the proposal that the C. N. P. A. should engage in advertising agency functions. He said that many advertising agencies do not take political accounts and that his organization would welcome an opportunity to thwart the press agent by working with the newspapers in solving this problem. He suggested perhaps a central clearing bureau could be worked out. The Newspaper Week committee, consisting of Chairman H. R. Judah, *Santa Cruz News*, Horace E. Thomas, Vernon Churchill and Ford Chatters, proposed that this event be held during the latter part of March or first part of April. Elmer Robinson, promotion manager, *San Francisco Chronicle*, has suggested this event be called Newspaper Appreciation Week. The committee proposed that during this week every conceivable method be utilized for emphasizing newspapers as the leading and most importing advertising media.

The Association enthusiastically adopted the plans presented by Mr. Judah.

Ed Ellstrom of Alhambra told how he had developed much good-will in that community by setting a day each month for representatives of various civic organizations to take charge and edit his newspaper.

The meeting then went into executive session, with President Dan Beebe presenting his annual report. He urged that two campaigns be adopted, one, an education campaign designed to reduce accidents and cut the cost of compensation insurance; second, a campaign intended to educate dealer outlets throughout the state to request newspaper advertising for goods on their shelves rather than competitive media. He suggested that the association's drive against free publicity be intensified.

General Manager John B. Long analyzed the association's operating expenses for the year and told how the many emergency problems were handled. The C. N. P. A. now has 316 dues paying members, an increase of 23 over last year. He gave statistics covering activities of the five members of the Association staff in San Francisco and Los Angeles offices. Through work of the staff on sales tax legislation members were saved large sums. The official publication, *The California Publisher*, was issued monthly, also the annual Market Survey and Rate Book and 52 issues of weekly confidential bulletins.

Following the criticism of wire services in the dailies' departmental, Chairman Roy Pinkerton of the communications committee, consisting of 11 publishers, said many small dailies were unable to procure from press associations the service they need, the eight hour printer being too costly and too elaborate in its news report for such papers and the pony telephone and telegraph reports not sufficiently complete. The committee discussed teletype service with officials of two telephone companies in California and found them unwilling to consider establishing a two or three hour teletype service, apparently basing this opposition on fear that such action would reduce gross income from leasing of wires and use of printer machines. The committee believed that while some dailies might drop back from eight hour service to a briefer report, many other smaller papers would step up from present pony service and drop reports to two or three hour teletype service if available. The committee raised the point that with two or three hour service, the telephone companies could make a large saving through installing only one machine to a plant, whereas for eight hour service duplicate equipment is maintained.

Getting nowhere with the telephone companies, although reception was friendly, the committee conferred with Clyde S. Seavey, president of the State Railroad Commission, to see if any order could be obtained requiring establishment of brief teletype service. Mr. Seavey, after investigating, advised that printer circuits are not leased by telephone companies operating in California but by the American Telephone and Telegraph Company, because the service is interstate in nature, hence neither the Railroad Commission nor the California companies have any jurisdiction or control over the services or charges. Believing any change would have to be made on a national basis, the situation was laid in detail before Harry Rutledge, executive secretary, National Editorial Association, who has agreed to help in placing the situation before officials of the parent telephone company and possibly with the Interstate Commerce Commission. Mr. Rutledge stated there is a demand for such service in other sections of the country, particularly in Oklahoma, where publishers are working for the same service. Two resolutions were unanimously adopted authorizing that proper pressure be brought to bear in New York and Washington upon the chief executives of the press associations involved, the A. T. & T., and possibly the Interstate Commerce Commission; also that a committee meet with press associations to work out a way to give California newspapers the kind of press wire service wanted and eliminate the Hollywood items complained about.

Chairman Lowell C. Pratt of the weeklies news production committee suggested that local committees be set up in each local unit.

A resolution was adopted empowering the executive committee and the legal and legislative committee to act on the handling of proposed legislation for publishing legal notices when this situation comes before the legislature. Another resolution was adopted expressing appreciation for the untiring services rendered by Harry S. Webster, *San Bernardino Sun and Telegram*. In attending code hearings in Washington, D. C., and representing the association elsewhere during the year, also making him an ex-officio member of the advisory council.

The annual dinner and dance was held at La Hacienda restaurant with Governor James Rolph, Jr., of California as principal speaker. Past President Dan Beebe was presented with a complete fishing outfit.

### MILNE TAKES NEW POST

Andrew Milne, honorable secretary, London (England) Advertising Association and for some years advertisement manager of the *Leader*, has been appointed general manager of *The Drapers' Record* and *Men's Wear* with offices at 154 Cheapside. Mr. Milne is associated with J. C. Akerman, formerly advertising director of the *London News-Chronicle*. Both men were leaders in the delegation of 65 advertising men who, under the chairmanship of John Cheshire, of Lever Brothers, and the advertising agent, Harold Vernon, visited Atlantic City in 1923 and afterwards organized the world advertising convention in London in 1924.

### BONY H. PEASE

Bony Hampton Pease, *Greenville* (S. C.) *News and Piedmont* publisher, died at a hospital in West Palm Beach, Fla., Jan. 24 after an extended illness. Starting in the printing trade as a boy of 12, Mr. Pease later entered the newspaper business. He had been the publisher of the Greenville News since 1917 and the Greenville Piedmont since 1927. He was president and treasurer of the corporations owning the two newspapers and a director of banks, trust companies and hotels in his community. Mr. Pease was formerly president of the South Carolina Press Association.

## LABOR GRAFT SERIES GETS BIG RESPONSE

**New York Evening Journal's Expose of "Kick-Back" Evil, Running Since Jan. 2, Wins Cooperation of Unions**

An unprecedented response to its crusade against the "kick-back" evil in labor circles is being received by the *New York Evening Journal*.

On Jan. 2 this newspaper started a vigorous campaign against the "unbelievable" conditions inside and outside the unions, describing the various means by which workers were victimized. Concrete evidence has been shown in the form of affidavits.

The series has been running daily, and it is not known at present how long it will continue. Enough material is on hand, EDITOR & PUBLISHER was told, to keep it going for a month longer.

The series has created a sensation in labor circles, and the Journal has received more than a thousand letters from workers offering congratulations. Many letters have been received from big contractors thanking the Journal for its enterprise and offering assistance in wiping out the "kick-back" evil. In addition 20 labor unions in the city have expressed their appreciation and several have changed their regulations granting immunity to members giving information on the "kick-back" either to the union or to the Journal. Electrical Union No. 3 is offering $100 reward to members who can give usable evidence to the Journal or the union.

The Journal has stressed throughout the series that the campaign is not directed against labor unions, but against the racketeering elements in certain union organizations. The "kick-back" racket is a system whereby employes have to give part of their wages to certain gangster bosses. If they don't kick in, they find themselves out of their job.

Amster Spiro, city editor, is in personal charge of the expose. Reporters working on the series include Johnston D. Kerkhoff, Edward A. Mahar, Willard L. Wiener, Michael J. Claffy, William Donoghue, Edward Flynn, Henry Paynter and Cornelius Patterson.

Much of the evidence obtained is being turned over to the district attorneys in the cities and to state and federal officials. In Manhattan District Attorney William C. Dodge is giving precedence to the labor racket indictments included in the 1,100 indictments his office inherited from the previous administration. The federal authorities got the case of one organization that was using the mails to collect its "kick-backs."

Before the series started, Edward A. Mahar spent a month in collecting information and affidavits. The series was advertised extensively in New York dailies and on the sides of delivery trucks.

### OKLAHOMA PRESS MEETS

Members of the Oklahoma Press Association voted a resolution opposing the Tugwell food and drugs bill at the midwinter meeting in Oklahoma City, Jan. 19-20. The meeting was the largest in the history of the group. Both the A. N. P. A. and graphic arts codes were thoroughly discussed. A number of commercial printers attended the code discussions. The Oklahoma City Gridiron Club put on "Three Little Digs, of the Last Ground-up" for the entertainment of the delegates at Friday night's banquet attended by 800 persons. Harry B. Rutledge, Chicago, N. E. A. executive secretary, explained the retail market survey which that group is making by states. W. D. Little, *Ada Evening News*, was elected chairman of the daily members of the group.

Joseph W. Zorna, vice-president in charge of the New York office of Frost, Landis and Kohn, was a guest speaker.

### ALBERT B. FRIZZELL

**Co-Publisher of Minneapolis Star Dies at 43—Former Agency Man**

Albert Burnett Frizzell, 43, co-publisher of the *Minneapolis Star*, died Wednesday, Jan. 17, at his home in Minneapolis from a complication of ailments following a severe attack of pneumonia a year ago. For many years Mr. Frizzell was an outstanding figure in the Twin Cities advertising and journalistic fields.

Mr. Frizzell was born in Minneapolis Jan. 16, 1891. His first work was in the publicity and advertising department of the old Orpheum Theatre there. In 1912 he joined the advertising department of the *Minneapolis Daily News*.

In 1919 he and Miss Anna Johnston of Minneapolis were married, and in the same year he purchased the L. K. Lee advertising agency of St. Paul, operating it in that city until 1928 as the Frizzell Advertising Agency. Then he moved the business to Minneapolis, where it has been conducted since by his brother, Frederick L. Frizzell.

In 1923 Mr. Frizzell purchased *Farm, Stock and Home*, and in 1925 combined it with the *Northwest Farmstead*, selling the paper in 1929 to the Webb Publishing Co. of St. Paul.

In May, 1924, Mr. Frizzell became associated in purchase of the *Minnesota Star*. Later this was reorganized as the Minneapolis Star, with Mr. Frizzell as co-publisher and treasurer.

Mr. Frizzell is survived by his wife, a daughter, Marilyn Ann, two brothers, Sydney H. and Frederick, and two sisters, Mrs. A. R. Leonard and Mrs. C. H. Gunderson. The funeral was held Jan. 19 in Minneapolis.

## Obituary

ALFRED RUSHTON GREASON, "Rush" of the staff of *Variety* for practically the whole of the theatrical paper's 28 years of existence, died in New York Jan. 21. He was 53 years old. He was noted for his analyses of amusement stocks and was known as the most erudite of the paper's drama reviewers. He formerly was with the *New York Morning Telegraph*.

JOHN A. COGLEY, 58, for more than 30 years a member of the editorial staff of the old *Utica* (N. Y.) *Saturday Globe*, died recently in a Utica hospital.

MRS. SARAH HOTCHKISS JOHNSON, 78, mother of Curtis B. Johnson, publisher, *Charlotte* (N. C.) *Observer*, died Jan. 10 at Lenoir City, Tenn.

JAMES HENRY KENNEDY, 85, former news executive of the *Cleveland* (O.) *Leader* and managing editor of the *Cleveland Herald*, and for ten years New York correspondent of the *Cleveland Plain Dealer*, died in Pasadena, Cal., Jan. 23. At one time he was one of the owners of the *Cleveland Voice*. He had written a history of Mormonism and of the City of Cleveland, and edited *The American Nation*, a three-volume work. For the past ten years his home had been in New York and he had been a member of the city's board of assessors four years.

PETER EDWARD LONG, 49, Idaho newspaperman and a member of the editorial and business departments of the *Pocatello Tribune* for 10 years, died of pneumonia recently following a short illness.

FRANK WEBB, who for a number of years was engaged in the publication of weekly newspapers in Tallahassee, Fla., Crawfordville and in River Junction, died Jan. 16 in a Tallahassee hospital. He was for the past several sessions clerk of the Florida House of Representatives.

ALBERT J. JOHNSON, 74, for a quarter of a century associated with the late Hiram Wheeler in the *Elgin* (Ill.) *Journal* and *Quincy* (Ill.) *Herald*, more recently editor of the *Augusta* (Ill.) *Eagle*, until failing health compelled his retirement a year ago, died Jan. 12 in his home in Augusta.

MRS. ELLA WEBB STANLEY, wife of Gen. James B. Stanley, editor of the *Greenville* (Ala.) *Advocate*, died Jan. 19 after a lingering illness. Mr. Stanley, himself an octogenarian, has edited the Advocate since 1865. Besides the husband, two sons survive.

GUILFORD DUDLEY STRATTON, 90, one of the founders of the *Lewiston* (Me.) *Daily Sun*, died at his home in Portland last week.

A. R. RANDALL JONES, long a special writer on *Toronto Star Weekly*, died in Toronto, Jan. 14 of meningitis.

DOUGLAS M. CHRISTIAN, Toronto, correspondent of *Wall Street Journal* and for many years financial editor of *Toronto Telegram* and *Toronto Globe*, died in St. Michael's hospital, Toronto, recently.

GEORGE SMITH ROWELL, 88, printer, editor and publisher in Portland, Me., for nearly a half-century, died Sunday, Jan. 21. For 41 years he was with the *Portland Evening Advertiser*, relinquishing his newspaper connections when he sold that paper to be merged with the *Portland Evening Express* in 1910.

LEW HEAD, 60, of Los Angeles, newspaper writer for more than 20 years on the Pacific Coast, died Jan. 5 at Los Angeles General Hospital. In later years he worked on the *Pasadena* (Cal.) *Post* and *Pasadena Star-News*. He was an occasional contributor of feature articles and news to EDITOR & PUBLISHER.

GEORGE TUCKER, aged 72, editor, *Gilmer* (Tex.) *Mirror*, died Jan. 13 of a heart attack. He had been engaged in Texas newspaper work 50 years.

ARBA M. PENNINGTON, 60, veteran Philadelphia newspaper and advertising man, died Jan. 19 at Hershey, Pa., where he was visiting a sister. For many years he was with the Philadelphia branch of the New York News Bureau and with Albert-Frank-Guenther-Law Advertising agency.

### RICHARD LINTHICUM

Richard Linthicum, 75, one of the founders of the *Denver Post* and for more than 40 years prominent in the newspaper world, died in Washington, D. C., Jan. 21. For the past four years he had been assistant to Publicity Director Charles Michelson of the Democratic National Committee, and in that capacity cooperated with Washington correspondents covering activities of the party organization. In the 90's he was managing editor of the Denver Post, transferring to Chicago where he was employed on newspapers. For many years he was employed on the *New York World*, going from the staff of that paper to Washington in 1921. Mr. Linthicum had been managing editor of the *Chicago Times*, under the ownership of the younger Carter Harrison; managing editor of the *Chicago Journal*, when Finley Peter Dunne (Mr. Dooley) was editor-in-chief; Sunday editor of the *Chicago Times-Herald*, and, his last post in Chicago, assistant managing editor and editorial writer on the *Chronicle*.

### ELLIS RITES IN WORCESTER

The funeral of Theodore T. Ellis, part owner and vice-president of the *Chicago Daily News* and president of the New England Fiber Blanket Company of Worcester, Mass., was held from his late residence in Worcester Jan. 22, with Rev. William Smith, rector of St. Matthews' Episcopal church, officiating. The services were semi-private. Interment was in Hope cemetery. Mr. Ellis' body arrived in the city Jan. 20 from London where he died suddenly Jan. 6. Among the honorary pall bearers was Col. Frank Knox of Chicago, his associate on the Chicago Daily News and publisher of that paper, and John Harm, superintendent of the Daily News mechanical department. Among the delegations present were those representing the International Printing Pressmen's Union and the Worcester Newspaper Pressmen's Union.

## WHAT OUR READERS SAY

### "SPECIAL" REPLIES TO CURTIS

To EDITOR & PUBLISHER: The present day magic of two words "New Deal" seems to be the only justification for the revival of the old worn-out arguments contained in the article in EDITOR & PUBLISHER, Jan. 20, and sponsored by one Homer S. Curtis, self-styled "Newspaper Analyst and Advertising Consultant."

As is usual when these insidious attacks are launched against the selling structure of newspapers, this one follows true to form by being clothed with a "personal and confidential investigation."

Assuming, for the sake of discussion, that the "confidential investigation" was a legitimate proceeding, there is to be detected in the article some third hand testimony which injects the element of gossip and destroys the accuracy of the findings, at least to some extent.

The selling structure hesitates to offer any unsought advice to an analyst and consultant, but in order to make the study as comprehensive as possible, suggests that there might have been included some categories as to the wage scale of many of the testifying space buyers, their power to measure up to intelligence tests, and the attitude of many agency principals as to the relative importance of the space buying department as compared to other departments of their establishments.

It is conceded that the legal profession has its Elihu Roots and its ambulance chasers, and it can be assumed that there are newspaper representatives in both of these classifications. This does not, however, justify the wholesale type of condemnation of representative performance as indicated in the article of Mr. Curtis.

It might interest Mr. Curtis and other critics to know of the extremely close relationship that exists between many newspaper representatives and their publishers and that this relationship frequently extends into management problems as well as other intimate and unsuspected avenues of connection.

This indicates at least that there is an element of intelligence and confidence prevalent in the representative structure, and it is a certainty that the mortality records demonstrate a far healthier condition, on the whole, in the representative structure than in the advertising agency structure.

It is within the records of this Association that we have preserved the life of reputable advertising agencies by decreeing the abolition of unintelligent administration and injecting sound, constructive and sane methods of business performance. Those same records disclose the cessation of activities of many advertising agencies that ignored our recommendations.

We regard the argument as fallacious, that because of Media Records, Standard Rate & Data, Audit Bureau of Circulations and other standardized avenues of information, there is no field for selling endeavor, for by the same token, the law is reduced to published authorities and the business world still feels the need of attorneys for advice and interpretation.

This ever recurring agitation against the selling structure of newspapers centers around one pivotal point: The representatives are loyal to the interests they represent. Intelligent publishers with intelligent representation are not fooled with the sinister motives of those who criticize their selling representatives.

The suggestion that "the editor and the publisher" are the logical salesmen for the newspapers is countered with the suggestion that it is just as logical to advocate that Mr. A. D. Lasker, Mr. Hill Blackett or Mr. Bruce Barton, might, with profit, occupy the space buyer's desk in their respective agencies.

JOHN T. FITZGERALD,
President, Newspaper Representatives Association of Chicago

### EDWIN ELI SMITH

**Publisher of Meridan (Conn.) Morning Record Dies of Heart Attack**

Edwin Eli Smith, publisher of The *Meriden* (Conn.) *Morning Record*, died of a heart attack Jan. 24 in Atlantic City.

After attending the public schools of Meriden, he entered the employ of William F. Graham, then owner of the old *Meriden Republican*, as assistant business manager, and later became business manager. With William F. Graham and E. D. Hall, he incorporated the Republican Publishing Company in 1887, becoming secretary and treasurer.

On Oct. 8, 1892, with Thomas H. Warnock, Mr. Smith launched the Record as a morning edition of the Republican, and a few years later the two were merged as a morning paper.

He had been a member of the Associated Press since 1900, serving for a number of years as auditor for the eastern division; a member of the American Newspaper Publishers' Association, New England Daily Newspaper Association and the Connecticut Daily Newspaper Publishers' Association.

### WILLIAM ROBERT SINCLAIR

**San Antonio Newspaper Veteran Worked with O. Henry**

(*By telegraph to* EDITOR & PUBLISHER)

SAN ANTONIO, Jan. 24—Willian Robert Sinclair, for more than 60 years a newspaperman, died last night at the age of 80. Mr. Sinclair, who was a co-worker with O. Henry (Sidney Porter) when that noted fiction writer was a newspaperman in Houston many years ago, had for the past 16 years been a deskman on the *San Antonio Express*. In later years his tasks were light. He worked 20 years on Houston papers at one time serving as night editor of the *Houston Post*.

Born in Ontario, reared and educated in England and Scotland, Mr. Sinclair followed the sea before he became a printer as a youth in this country.

### MEMORIAL PLANNED

A memorial in the form of a lookout tower to Mrs. Joseph Gassage, wife of the founder of the *Rapid City* (S. D.) *Daily Journal*, and who, under the initials "A. G." was for many years a writer for the paper and a pioneer in civic affairs, is being planned by the Fortnightly Club of Rapid City. The Journal will aid in the campaign to raise funds.

### NEW LABOR PAPERS

Two new labor papers have begun publication in Los Angeles suburbs. One is the *Glendale and San Fernando Valley Labor News*, and the other the *Harbor Worker*, covering San Pedro and Wilmington.

### HEADS PHILADELPHIA OFFICE

Albert Frank-Guenther Law, Inc., announces the appointment of Robert L. Ingold as manager of its Philadelphia office in the Packard Building, to succeed the late A. M. Pennington.

*If you need circulation men--*

**Competent to take charge of your entire department, or to fill important posts in the department, the Welfare Committee of the International Circulation Managers Association can provide you with men of capacity and ability.**

**Address: Clarence E. Eyster, Secretary-Treasurer, The Peoria Star, Peoria, Illinois.**

# RATE RISE PROTESTS CONTINUE IN N. Y.

### Bankers' and Brokers' Committees Confer With Cable and Radio Companies—Mackay Starts New Radio Service in U. S.

By A. G. West

Committees representing brokers, commodity merchants and bankers conferred with high executives of the cable and radio companies in New York Jan. 25, in regard to the recent increase in cable and radio rates. Reports that blasts of publicity would be issued when and if the communication companies fail to agree to the proposals of the negotiating committee from Wall Street have been heard for days, especially with the introduction of foreign traders into the cable rate picture.

France and England have been filled with complaints since the new rates went into effect on Jan. 1, and at a meeting in London on Jan. 20, it was decided to urge as many American business firms to join in the protest against the "urgent" increase as possible since failure to obtain a reduction it is claimed will be followed by the closing up of many firms. Indignant protests have been filed in the last few days by the International Chamber of Commerce at Paris, as well as by the Chamber of Commerce in London, and according to trade interests, the predicted "slowing up" of cable and radio dispatches in the regular service, has already begun.

Delays of from 9 to 20 minutes in France, and from 3 minutes to three-quarters of an hour or longer in New York, have been reported as common in the last few weeks of service, as against a superior type of rapid transmission in December, prior to the start of the new "urgent" service. A close watch has been maintained in regard to this difference in speed by various business firms and press associations.

From one assortment of dispatches selected in the two months of December, 1933, and of January, 1934, on one day, it was found that the following disparity in time existed:

| Date | | Minimum Minutes | Maximum Min. | Average Min. |
|---|---|---|---|---|
| Dec. 1933 | Western Union | 1 | 16 | 5 |
| Jan. 1934 | Western Union | 5 | 46 | 19 |
| Dec. 1933 | Commercial | 3 | 22 | 10 |
| Jan. 1934 | Commercial | 9 | 43 | 16 |
| Dec. 1933 | Radio | 9 | 12 | 10 |
| Jan. 1934 | Radio | 3 | 32 | 17 |
| Dec. 1933 | French | 5 | 30 | 14 |
| Jan. 1934 | French | 10 | 34 | 19 |

With some 150 to 200 cable and radio dispatches as an index, this table makes plain the fact that a drastic change in trans-Atlantic speed has taken place almost over-night, and that serious financial losses may be threatened in foreign transactions where speed is essential unless the former efficiency on normal traffic is restored, or the "urgent" type message resorted to. So far as press messages are concerned, an exactly similar condition confronts the publisher who has his deadline to meet, and competition to consider.

The radio photogram service recently announced by David Sarnoff may have some effect in the domestic field in this matter, but it is likely that the new radio service instituted by the Mackay Company from New York to Chicago and Pacific Coast cities and the Gulf, will be almost as attractive as the prices are revolutionary, and the sender is permitted 15 instead of the usual 10 words in the normal telegram.

The printed announcements state that 18 cents will be saved by Mackay clients in radio messages to Chicago on a day letter of 51 words or over. Rush telegrams to Chicago of 15 words also save 18 cents to the user, while messages to Seattle, Tacoma, Portland, Ore., San Francisco and other West Coast cities save 43 cents on a rush message, and 36 cents on night letters.

A brisk guerilla-war is soon due in this domestic communications field when the implications of these drastic price reductions become generally known to the public, and within the week it is stated that representatives of local telegraph companies have already made inquiries of their clients to determine their reaction to the new service.

There is scheduled a meeting of the Advisory Council of the Telegraph Union at Prague next summer which may be most important to bear in mind by all users of the cable. Matters of the new regulations are to be discussed, and while this parley is of minor importance in one way, as compared with the last in 1932, it is obvious that the United States should be represented at the conference in order to place before the council some of the complaints affecting U. S. users under the new rules.

## CLARK HEADS AGENCY

C. P. Clark, who organized the advertising agency known as C. P. Clark, Inc., Nashville, Tenn., has acquired all the capital stock of the agency and will return as its active head after four years as vice-president of the General Shoe Corporation of Nashville. Advertising accounts handled will include those of the Jarman Shoe Company, the Richland Shoe Company, the Belle Meade Shoe Company, and the Davidson Shoe Company.

## DICKERSON NEWS EDITOR

R. E. Dickerson, assistant city editor, *Salt Lake Tribune*, has been appointed news editor of the *Salt Lake Telegram*. He succeeds Don Howard, who has gone to the copy desk of the Tribune.

## D. OVENS HEADS N.R.D.G.A.

David Ovens, president of the J. B. Ivey Company of Charlotte, N. C., was elected president of the National Retail Dry Goods Association at the close of its twenty-third annual convention in New York last week. Five vice-presidents to represent various sections of the country were elected: J. E. Pridday, Lord & Taylor, New York City; D. F. Kelly, The Fair, Chicago; Tom May, the May Company, Los Angeles; Frank Neely, Rich's, Inc., Atlanta, Ga.; and D. E. Moesser, Conrad & Co., Inc., Boston.

## UTAH CODE ADOPTED

Members of the Utah State Press Association adopted a code of fair competition for the publishing industry at the annual convention in Salt Lake City recently. The code was formulated by the executive committee and approved subject to the national code. The state code will be presented to Gus P. Backman, acting NRA administrator. J. L. Asbury, editor, *Richfield Reaper*, is president.

## BENNETT TRANSFERRED

William Bennett, for the past several months Tallahassee, Fla., correspondent for United Press, has been promoted to the managership of the Montgomery, Ala., bureau. Bennett left Jan. 25 for Atlanta where he will remain several days with the U. P. office before going on to Montgomery.


# EDITOR & PUBLISHER Classified Advertising RATES

**SITUATIONS (Cash with Order)**
**1 Time — .50 per line**
**3 Times — .40 per line**
**ALL OTHER CLASSIFICATIONS (Cash with Order)**
**1 Time — .75 per line**
**4 Times — .60 per line**
**Count six words to the line**

**White space charged at same rate per line per insertion as earned by frequency of insertion. Minimum space, three lines. The Editor & Publisher reserves the right to classify, edit or reject any copy.**

### Brokers

**Exclusive Evening Daily** in live county seat of 18,000. Requires $35,000 cash. Louis Eddy, Bloomington, Ill.

**Pacific Coast Newspapers.** I have several properties to offer. M. C. Moore, Newspaper Broker, Beverly Hills, California.

**Three Real Opportunities**—Weekly and job plant New England; initial payment $3,500. Weekly, job plant, New Jersey; initial payment $4,500. Weekly, New York; initial payment $3,000. All well established, well equipped, earning profit, price low. J. B. Shale, Times Building, New York.

**We want your newspaper business, either buying or selling. Years of practical experience; capable, intelligent, businesslike handling of your property; all business strictly confidential. Len Feighner, Newspaper Broker, Nashville, Mich. Eastern representative, J. W. Mapoles, Murphy's Hotel, Richmond, Va.**

### Insurance

**Build Circulation** that sticks with Newspaper Accident Insurance policies. Write Jim G. Ferguson, Newspaper Accident Division, Washington National Insurance Company, Chicago, Illinois.

### Circulation Promotion

**Better Daily Newspapers** in every section of the country are using and unreservedly endorsing Partlowe Plan circulation-building campaigns, more than ever before. For quick definite A. B. C. circulation increase, regardless of business conditions in your field, write or wire collect The Charles Partlowe Company, Occidental Building, Indianapolis.

**Circulation Campaigns** conducted on an absolutely self-financing agreement. A plan which merits your investigation. The Dolphin Circulation System, 2203 Pierce St., Sioux City, Iowa.

**Promotion, to bring "better times."** Hudson De Priest & Associates, world's record circulation builders. 246 5th Ave., N. Y. C.

### Investment Opportunity

**Growing daily** in California requires services business manager or editor able to make investment $10,000. Proposition will stand strictest investigation. Replies only solicited from experienced, capable person. E-891, Editor & Publisher.

### Help Wanted

**Wanted, high-grade newspaper man,** circulation experience preferred, with selling ability, to sell Newspaper Reader Accident policies. A splendid opportunity to build up a permanent income. Address E-893, Editor & Publisher, 1700 Times Building, 42nd Street and Broadway, New York.

### Situations Wanted

**Advertising Manager**—Salesman, or Circulation Management opportunity wanted. Varied experience, large and small cities. E-860, Editor & Publisher.

**Advertising Executive or Assistant**—Nine years' diversified experience with agency, large national advevrtiser and publisher. Thorough knowledge of promotional methods, media and production. Capable taking entire charge of department or acting as assistant to busy executive. Salary in keeping with times. Best references, present, past employers . University graduate, age 31, Christian. E-867, Editor & Publisher.

**Advertising Manager,** outstanding achievement, constant coiner of selling and promotion ideas. Vicinity N. Y. preferred. Best of references. Address Box E-889, Editor & Publisher.

**Advertising Man**—Background of invaluable merchandising and advertising experience as advertising manager large national advertiser; ability to plan campaigns, layout and write striking ads; successful sales record. University graduate. Any section. E-895, Editor & Publisher.

**Advertising**—12 years, newspapers. High class layout; good copy, contact, promotion. Now adv. mgr. small daily; wish change; 36, family. Go anywhere for opportunity. Write P. O. Box 395, Waterloo, Iowa.

**Advertising man,** age 27, capable of managing adv. or business dept's. 7 years all-round experience. Good record. Seeks better opportunity than present employment in 25,000 southern city. E-896, Editor & Publisher.

**Circulation Manager,** now employed, desires change. Familiar with every phase of circulation work. College graduate. Thirty-eight years old. E-868, Editor & Publisher.

**Circulation Manager**—Experience small and large papers; promoter, organizer, boy-exponent, economical; young, married, aggressive; East, go anywhere. E-874, Editor & Publisher.

**Circulation Manager**—You can have the services of a Circulation Manager who has more than doubled home delivery and has been able to add more than 23,000 in the past four years at very small cost. Thorough knowledge of carrier promotion, office routine and economical organization. Go anywhere. E-869, Editor & Publisher.

**Copy Man, Ablest in Country,** wants "quiz" from Advg. Agcy., advg. Mfgr. or Pub'r. Wide experience includes work on liquor accounts. Fine character and personality. E-873, Editor & Publisher.

**Correspondent**—Former Washington Correspondent to relocate there Feb. 15. Will handle full or part time correspondence, special articles, assignments, daily or industrial papers. Excellent contacts at capital. E-877, Editor & Publisher.

### Situations Wanted

**Do You Want This Young Man?** Single, college man, Protestant, energetic, absolute teetotler, cheerful personality, not afraid of hard work. Anxious to land with small city daily in south. Can write news, sell advertising, and am graduate Mergenthaler School Linotype operator. Ask these men how good I am: W. B. Campbell, Pittsburgh Post Gazette; D. B. Eisenberg, Graphic Arts Monthly, Chicago; M. F. Lewis, Printing Trades Blue Book, New York; or try me: A. L. Allan, St. George Hotel, Chicago, Ill.

**Editorial Man,** 10 years' varied experience, seeks permanent connection with opportunity for advancement with progressive daily, where enthusiasm, aptitude and ability are assets. Consider editing good weekly. Married, 28, excellent character and habits. Future, not salary, immediate aim. Experienced sports writer. References. E-894, Editor and Publisher.

**Editor or Editorial Writer**—Wide experience; economics, finance, politics; anywhere; Ed. & Publisher has outline of record, or address E-882, Editor & Publisher.

**Linotype Operator** wants more experience. Will work job presses for chance to improve. Anywhere. E-898, Editor & Publisher.

**Newspaper Executive,** twenty years' experience, with reputation and record as newspaper builder, desires position as publisher, business and advertising manager or managing editor. Understands both morning and evening fields. E-881, Editor & Publisher.

**Newspaper Foreman,** married, desires change; 25 years' experience, 15 executive, serving under five managers. Won 8 state prizes; Inland Printer commended work. Guarantee to lower composing room costs. Excellent references. E-856, Editor & Publisher.

**Purchasing Agent,** experienced with New York City papers: The Times, American, News, wishes position as department head or assistant with publisher. Thoroughly qualified to handle purchasing, receiving, shipping, warehousing. Best references. E-866, Editor & Publisher.

**Reporter**—Former editor New York weekly, Columbia Journalism graduate, wants position any type publication. Employed. Prefer oppostunity to salary. E-887, Editor & Publisher.

**Reporter,** sports writer, experienced. Go anywhere immediately. E-892, Editor & Publisher.

### Mechanical Equipment for Sale

Photoengraving equipment for sale. Complete plant or any part. Miles Machinery Co., 480 West Broadway, N. Y.

### Equipment Wanted

**Used Equipment** for small, complete newspaper engraving plant. Quote cash price. E-899, Editor & Publisher.

### Personal

**DeWitt, Harry**—Please get in touch with T. R. H., The Binghamton Press, Binghamton, N. Y.

**Pacific Coast Daily without competition**

Owner having other interests will consider selling to an experienced publisher.

$80,000 cash needed to make this deal.

**Palmer, Suter & Palmer**
350 Madison Avenue New York City

**JOBS?**

Certainly—for the men, who seek them persistently and intelligently. Tell the employers through a Classified Ad just what you have to offer in the way of ability and experience.

•

*Classified Service*
EDITOR & PUBLISHER

REF. STACK 5

# Read these tributes to the Creator of the thrill-a-minute Drama and Suspense of

*Here is some of the nation-wide praise accorded* DASHIELL HAMMETT'S *detective novels:*

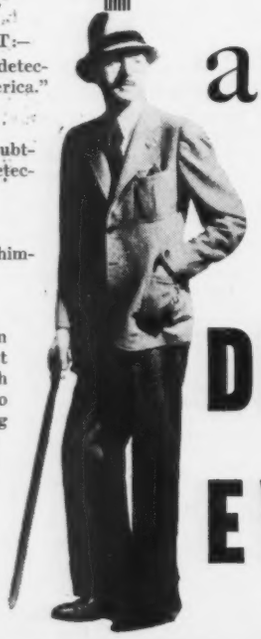
ALEXANDER WOOLLCOTT:—
"He is the author of the best detective story yet written in America."

SINCLAIR LEWIS:—
"Dashiell Hammett is undoubtedly the best of American detective story writers."

NEW YORK TIMES:—
"Hammett is in a class by himself."

NEW YORK SUN:—
"It is an odd commentary on the literature of our times that for plain, expository, English prose with a snap and a lift to it, some of the best writing being done is by an author of mystery and gang stories —Dashiell Hammett."

TIME MAGAZINE:—
"Adds one more proof to Author Hammett's title of No. 1 Crime-story Writer of the U. S."



## THE GREATEST DETECTIVE STRIP EVER PRODUCED

# SECRET AGENT X-9

STORY BY **DASHIELL HAMMETT**

America's most popular, fastest selling author of detective novels

**drawing by ALEXANDER RAYMOND**

When Dash Hammett created Secret Agent X-9, there was no question that in story, characterizations and plot this was the unsurpassed detective strip. And when Alex Raymond submitted his drawings for Secret Agent X-9 it was immediately evident that all the thrills and color of Hammett's story had been completely, masterfully realized. Secret Agent X-9 is the outstanding new attraction for all readers—your paper's great new circulation opportunity. Write or wire now for territory and terms.

235 E. 45TH ST. · *The Greatest Circulation Combination on Earth*

**KING FEATURES SYNDICATE, INC.**

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# New Weekly Magazine Section

AS a part of its regular Wednesday issue, The Christian Science Monitor now publishes a half-size magazine section in rotogravure. Contributors to this section include the Monitor's world-wide staff of writers, also distinguished statesmen, journalists, founders in many countries, whose articles are of international interest and importance.

Featuring rotogravure advertising and offering one added color in four colors, this Weekly Magazine Section opens up a new field of opportunity to advertisers who wish to reach a desirable field of readers through a medium used by its readers.

The Magazine Section's five column page contains 1,016 lines. Rates, discounts, and other information will gladly be supplied by any Monitor Advertising Office.

## The Christian Science Monitor

*An International Daily Newspaper*

*Published by The Christian Science Publishing Society, One Norway Street, Boston, Mass., U. S. A.*

NEW YORK: 500 Fifth Avenue

*Other Branch Advertising Offices*

CHICAGO: 11 North Wabash Avenue

LOS ANGELES: Bank of Italy Building

SAN FRANCISCO: 605 Market Street

PORTLAND, OREGON: Yeon Building

SEATTLE: Hoge Building

DETROIT: 21 Kercheval Avenue

# CONSTANT . . *Neverfailing*

Amid a welter of doubt and uncertainty, one great sales-force has remained constant. . . .

That potent, compelling, irresistible *store-door pressure* which for many years has been the outstanding *and exclusive* characteristic of the NEW YORK EVENING JOURNAL.

Even through the four lean, unmourned years just past, EVERY sales campaign HAS SUCCEEDED which has consistently followed a plan devised by the Journal and carried out by its Merchandising Department.

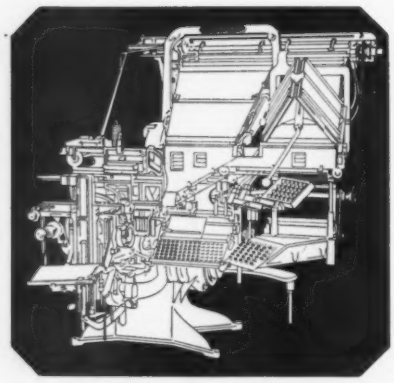
With returning good business, this sales-force is more potent than ever . . . and is impartially available to all those with merchandise for sale.

NEW YORK EVENING JOURNAL

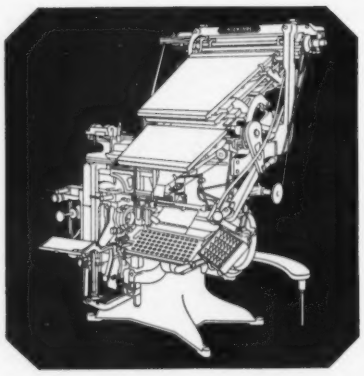
**A Neverfailing Merchandising Force**

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

# 1934 COMPETITION IS DIFFERENT



NEW MODEL G INTERTYPE



NEW MODEL H INTERTYPE

# 1934 INTERTYPES ARE DIFFERENT

**INTERTYPE improvements have enabled progressive publishers and printers to meet—profitably—present-day conditions.**

**If you are paying out what modern composing room equipment would cost without getting it—as possibly may be the case—you should investigate these THREE latest Intertype models.**

★ MODEL F.—One of the most profitable things that you as a publisher can do is to investigate the NEW Intertype Model F Mixer, which sets two sizes or four faces of type in the same line and so eliminates copy cutting.

★ MODEL G.—A great deal of money can be saved in your plant right now by setting the heads of your newspaper from a machine that can be kept busy on body text when not setting the heads. The NEW Intertype Model G is proving every day that this machine fills that long-felt need.

★ MODEL H.—If you have enough headletter and display composition to keep one or more machines busy, then you should know more about the recently developed Model H Intertype which was built for real fast and easy headletter and display keyboard composition. Six NEW Intertype Model H's have already been sold.

★ The advantages of Intertype Modern Wide Tooth Matrices are widely known. These matrices carry many of the most popular advertising and body faces. Intertype Wide Tooth Matrices last long, save replacements, and run on other line composing machines as well as on Intertypes.

## THE PROGRESSIVE INTERTYPE

**Made Its Way by the Way It's Made**

INTERTYPE CORPORATION, Brooklyn, N. Y., 360 Furman Street; Chicago, 130 North Franklin Street; New Orleans, 1007 Camp Street; San Francisco, 152 Fremont Street; Los Angeles, 1220 South Maple Avenue; Boston, 80 Federal Street; Canada, Toronto Type Foundry Company, Ltd., Toronto
Distributors Throughout the World

Set on the Intertype in Cairo and Bookface.

# RECENT ACHIEVEMENTS IN CLINE DEVELOPMENT

## UNIT DRIVE FOR NEWSPAPER PRESSES

Power applied only where power is used • Eliminates shaft backlash • Insures perfect speed increase • Insures perfect speed decrease.

## CORRELATED HIGH SPEED PRESS DRIVES, TENSION AND PASTER

Automatic electric control • Automatic electric tension • High Speed Paster, no complicated apparatus • Multiple pasters all rolls at one time.

STARTED CLINE CORRELATED SYSTEM, UNIT DRIVES, REELS AND ELECTRIC TENSIONS, ETC., IN

Cincinnati Times-Star

SOLD CLINE CORRELATED SYSTEM, UNIT DRIVES, REELS, ELECTRIC TENSIONS FOR PRESSES IN

Chicago Tribune
Los Angeles Times
St. Louis Star-Times
New York News

**SOLD**, including the above, over 100 reels in the United States. Sold, including the above and licensed in foreign countries, unit drives for 200 printing units and 50 folders (equivalent to 50 Octuple presses).

**STARTED** high speed pasters in two plants. Sold high speed pasters in three plants and demonstrated that multiple pasters can be made with our equipment.

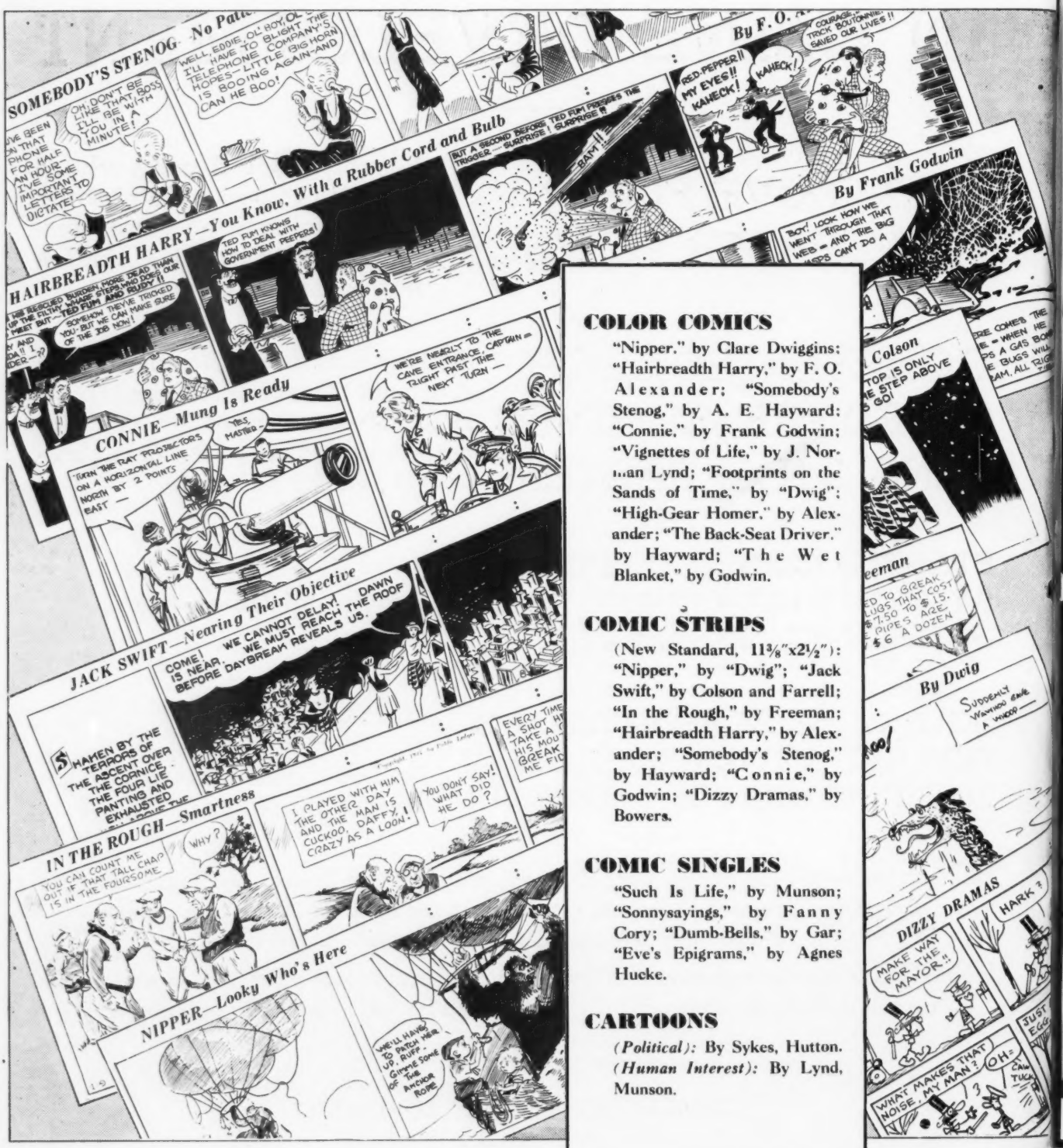
CLINE-WESTINGHOUSE EQUIPMENT

CLINE SYSTEM

CLINE ELECTRIC MFG. CO. CHICAGO

NEW YORK, N. Y. 111 W. Washington St., Chicago, Illinois SAN FRANCISCO, CALIF.

# Featured by the world's




**COLOR COMICS**

"Nipper," by Clare Dwiggins; "Hairbreadth Harry," by F. O. Alexander; "Somebody's Stenog," by A. E. Hayward; "Connie," by Frank Godwin; "Vignettes of Life," by J. Norman Lynd; "Footprints on the Sands of Time," by "Dwig"; "High-Gear Homer," by Alexander; "The Back-Seat Driver," by Hayward; "The Wet Blanket," by Godwin.

**COMIC STRIPS**

(New Standard, 11⅜"x2½"): "Nipper," by "Dwig"; "Jack Swift," by Colson and Farrell; "In the Rough," by Freeman; "Hairbreadth Harry," by Alexander; "Somebody's Stenog," by Hayward; "Connie," by Godwin; "Dizzy Dramas," by Bowers.

**COMIC SINGLES**

"Such Is Life," by Munson; "Sonnysayings," by Fanny Cory; "Dumb-Bells," by Gar; "Eve's Epigrams," by Agnes Hucke.

**CARTOONS**

*(Political):* By Sykes, Hutton. *(Human Interest):* By Lynd, Munson.

*For Terms and Samples Wire* **LEDGER**

INDEPENDENCE SQUAR

# 's greatest newspapers . . .

DOROTHY DIX

P. HAL SIMS

LOIS LEEDS

S. S. VAN DINE

**MAGAZINE PAGES**

Front and Back Cover in four colors; Feature Pages in color or black and white; Short Story Page, Puzzle Page.

**BRIDGE**

"Conquering Contract," daily bridge lesson by P. Hal Sims, greatest contract player of all time and outstanding winner of bridge tournaments.

**WOMEN'S PROBLEMS**

(Daily): Dorothy Dix, Sidney Lear; "Good Manners in Business," by Elizabeth Gregg MacGibbons. (Weekly): Vivian Shirley.

**BEAUTY**

(Daily): "Modish Mitzi" strip; "You Can Be Beautiful," by Virginia Vincent.
(Weekly): Eva Tingey's Paris Cable, letter from Paris couturiers.
(Daily): "My Beauty Secrets," by Jean Harlow.

**COOKERY**

(Daily): Harriet Heath, Anna B. Scott.

**HOUSEWIFERY**

(Daily): "Housewife's Idea Box."

**ETIQUETTE**

(Daily): "Good Taste," by Francine Markel. "What's What," by Helen Decie.

**GARDENING**

(Daily): Dr. Jane Leslie Kift.

**ENTERTAINMENT**

(Daily): "Magic Made Easy," "Brain Tests," "Cross-Word Puzzles," "Short Cuts With Figures," (Weekly): "Mistakeograph," "How to Entertain," by Margaret Lockwood Andrews, "Puzzle Poems," by Jenner.

**CHARACTER-READING**

(Daily): "Character Close-Ups," "Language of Your Hand," "I've Got Your Number," "Your Fate Is in Your Hand," by Josef Ranald.

**DAILY QUIZ**

(Daily: "The Polisher," by Francine Markel.

**FAMILY NAMES**

(Daily): "Who Are You?" with coats-of-arms, by Ruby Haskins Ellis.

**INTERVIEWS AND SPECIAL ARTICLES**

Series by celebrities on timely subjects—semi-news and feature material by well-known writers.

**FICTION**

Latest serial novels of S. S. Van Dine, E. Phillips Oppenheim, Rex Beach, Arthur Somers Roche, Agatha Christie, Edgar Wallace, Vera Brown, Barbara Webb, etc; Weekly Short Story: "Daily Novelette," "Five-Minute (Craig Kennedy) Mystery Stories," by Arthur B. Reeve; "Who's Guilty?" (daily crime problem), by Walter Gibson.

**COLUMNS**

"Daily Mirror of Washington," by Robt. B. Smith; "A Business Man's Philosophy," by William Feather; "On Second Thought," by Jay E. House.

**NEWS**

Foreign News Service; Financial News Service; Washington Dispatches; "Europe Day by Day," by Foreign Staff; Paris Fashion Letters, by celebrated couturiers; Weekly Paris Fashion Cable, by Eva Tingey.

AGATHA CHRISTIE

E. PHILLIPS OPPENHEIM

J. NORMAN LYND

ARTHUR SOMERS ROCHE

FRANK GODWIN

F. O. ALEXANDER

# SYNDICATE

JAR PHILADELPHIA

# We said, "Watch Wood Dry Mats in '33" and in '33 came the Wood *Blue Streak*

to continue our winning streak!

1915 First American-made Dry Mat
1924 First Multiple-cast Dry Mat
1933 Blue Streak Dry Mat—

[Deeper Impressions
Less Pressure . . .]

WOOD BLUE STREAK

NRA

## For 1934 we say—

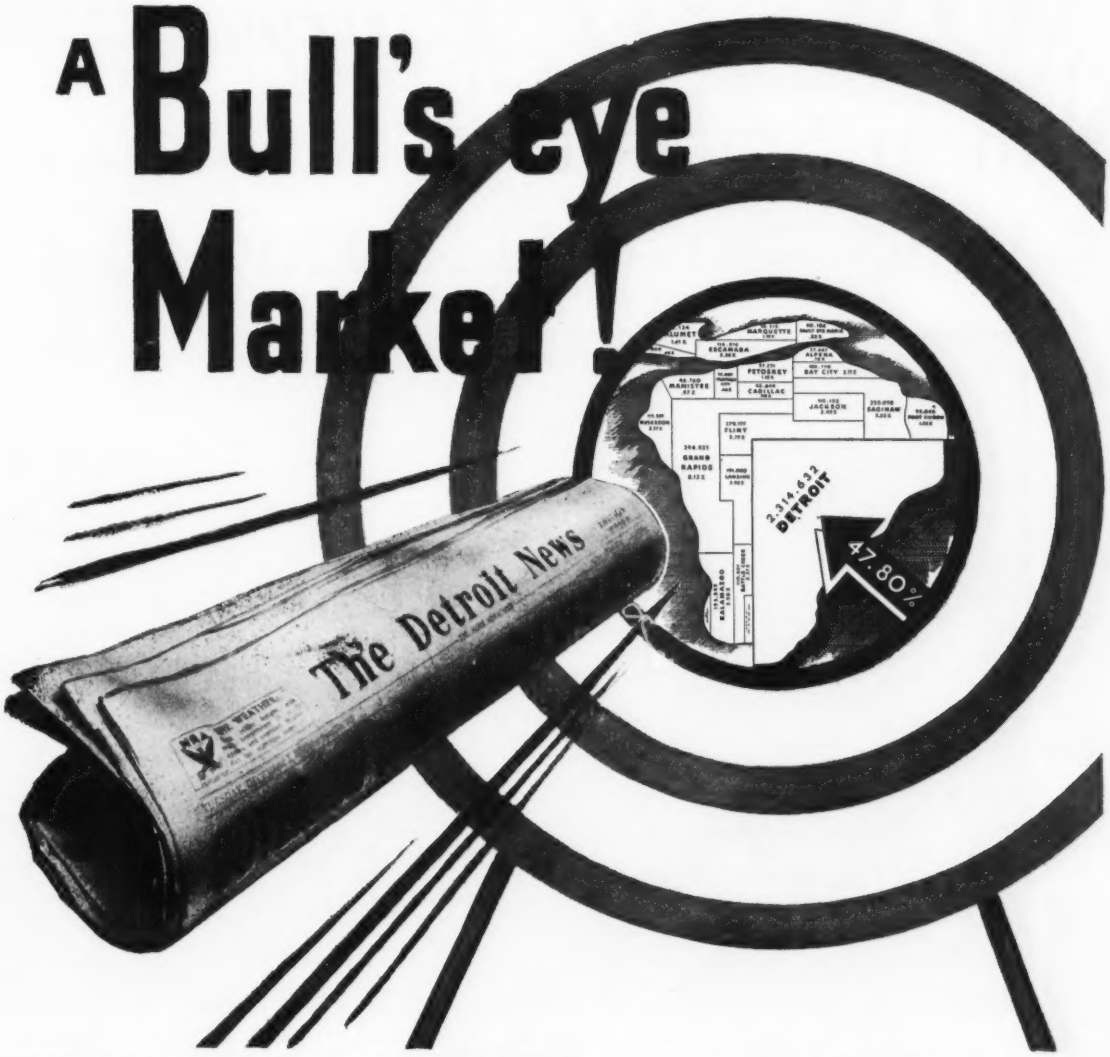
"Always keep your eye on Wood Dry Mats and you will keep abreast of the progressive developments in the dry mat field."

WOOD DRY MATS ALWAYS UNIFORM

WOOD
FLONG CORPORATION
HOOSICK FALLS, N.Y.

WOOD DRY MATS ALWAYS UNIFORM

# A Bull's-eye Market!




THERE is nothing confusing about the Detroit market.

It is a large, clear target, embracing a trading area that dominates the State of Michigan. But if you are not fully informed upon the means of reaching this market, it is possible for many of your shots to go astray or be wasted altogether.

***The Detroit News*** has always been recognized as the great home paper of Detroit. There is special significance in this fact today. For home life is richer . . . more serious . . . more concerned about the expenditure of income Evening newspapers that reach into the home are read with more attention than ever before, not merely by one member of the family, but by all! It is in the homes of Detroit that the purchasing power of Detroit lies. Here is the bull's-eye of your target. Its rewards are increasing greatly as 1934 turns the corner with marked return of prosperity to Detroit.

The Detroit News ***is hand-delivered into 71% of the better homes!***

The predominant leadership which ***The Detroit News*** has maintained in local, national and classified advertising is no mushroom growth. It has been maintained for twenty years. During many of these years ***The News*** has led not only Detroit and Michigan papers but the whole United States.

The reason for this position is simple. Advertising in ***The Detroit News*** is extraordinarily successful . . . as the record shows!

**Factors of importance to advertisers**

Automobile production estimates are largest since 1931.

The figures covering the year 1933 . . . show that ***The Detroit News*** stands fifth among all newspapers of the country in advertising lineage.

The home circulation of ***The Detroit News*** is so productive that half of the retail lineage in Detroit is carried by ***The Detroit News,*** the other two papers dividing the balance.

In the six rich counties comprising the Detroit area, ***The Detroit News*** has 45,000 more Sunday and 33,000 more week-day circulation than any other Detroit newspaper.

# The Detroit News

THE HOME NEWSPAPER

*New York Representative*
I. A. KLEIN, INC., 50 E. 42nd St.

*Chicago Representative*
J. E. LUTZ, 180 No. Michigan Ave.

# NOW 217 Furnaces in 31 States Melt Stereotype Metal with G-E ELECTRIC HEAT

G-E Electric Heat sweeps on! • An ever increasing number of newspapers are melting their stereotype metal the G-E way. • Slip some G-E heating units into your printing equipment and join these progressive newspapers that are enjoying electric heat. It's a simple job to convert your furnace, and it can be done in a surprisingly short time. Some of the largest furnaces of the busiest newspapers have been electrified over a single week-end. • Why not let our heating specialist submit an estimate on converting your present pots? He can do the job in the shortest time and with the least expense. Call or write him at the nearest G-E office. General Electric Company, Schenectady, N. Y.

*Modernize with G-E Electric Heat. It Offers You:*

SPEED • QUALITY
ECONOMY
CONVENIENCE
COMFORT

170-2

**GENERAL ELECTRIC**

# The Syndicate of the Stars!

*RUBE GOLDBERG*
*New Doc Wright Daily Strip*

*MRS. FRANKLIN D. ROOSEVELT*
*Weekly Article*

*HAM FISHER*
*Joe Palooka Daily Strip and Sunday Page*

*WILL ROGERS*
*Daily Dispatch and Weekly Article*

*JULIAN OLLENDORFF*
*Olly of the Movies Daily Strip*

*HARRY TUTHILL*
*Bungle Family Daily Strip and Sunday Page*

*CHARLES B. DRISCOLL*
*Daily Column*
*Pieces of Eight Daily Strip*

*WILLIAM HARD*
*1,500 Word Weekly Washington Letter*

*O. O. McINTYRE*
*Daily New York Letter and Weekly Article*

*JOHN HIX*
*Strange As It Seems*
*Daily Panel and Sunday Page*

*J. P. McEVOY*
*Dixie Dugan Daily Strip and Sunday Page*

*JOHN H. STRIEBEL*
*Draws Dixie Dugan Comic*

*ROE FULKERSON*
*Andrew and Imogene Daily*
*Hotel Stenographer Daily*
*Sunday Morning Breakfast*

*ZOE BECKLEY*
*Daily Lovelorn Column*

*ALBERT PAYSON TERHUNE*
*Tales of Real Dogs*
*Weekly*

*GUS MAGER*
*Oliver's Adventures Daily Strip*

**THE McNAUGHT SYNDICATE, INC.**

V. V. McNITT
*Chairman*

**Times Building, New York, N. Y.**

CHARLES V. McADAM
*President*

# Mrs. Philadelphia

# is a different sort of shopper

## *She lives in a private dwelling and her Want List contains a hundred items that the apartment dweller seldom buys*

PURCHASING POWER is coming back! In today's language that means the ability to supply one's needs . . . the ability to purchase once more those comforts and conveniences which lean years denied.

Obviously, the greatest needs are those of the family. Yet to choose markets based upon "Number of Families" is to overlook a vital point.

Where do those families live? In individual dwellings or in apartment house homes?

Mrs. Philadelphia has her own laundry, and is a prospect for washers, wringers, soaps, etc.

The *needs* of the family with a private home are vastly different. Take one hundred families in one hundred private homes: They require one hundred heating plants. They need one hundred laundries. There are more rooms to heat, light and furnish. More painting, papering and decorating. More electrical appliances, telephone extensions, radios, mechanical refrigerators, water heaters.

There are the porches, with their needs for porch furniture, awnings, screening, glass enclosures, porch rugs, lamps, paint, repairs, etc.

**The Greatest Home Market in America**

| | Single family dwellings |
|---|---|
| PHILADELPHIA . . . . | 364,457 |
| NEW YORK CITY . . | 294,037 |
| CHICAGO . . . . . | 209,685 |

Figures from 1930 U. S. Census Reports

*Home is where the needs are!* Separate, individual homes with their numerous, accumulated needs.

The refrigerator market is the *home*. Nine out of ten families are prospects here.

The most responsive and profitable market is where large numbers of such homes may be reached easily, quickly, and with advertising economy.

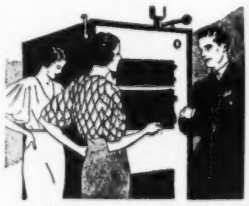
Philadelphia fills those specifications. More than 90% of the families live in private dwellings; 9% live in apartments, lodging houses, hotels, etc.

The garage encourages car ownership. Two-car families usually live in private homes.

Here is the greatest market of *home needs* in America. And here is the unusual advertising advantage of one newspaper reaching nearly every family, at one of the lowest costs among all newspapers, anywhere.

The Philadelphia Bulletin is the newspaper of nearly every Philadelphia home. Year after year it has been a part of the daily lives of nearly half a million families.

Its circulation growth has been a normal and natural one, spread over a generation . . . based upon reader confidence . . . uninfluenced by premium or contest. Today's 502,094 net paid daily (Dec. average) is two and one-half times the circulation of any other Philadelphia evening newspaper, more than any Sunday newspaper, more than all morning newspapers combined.



Nine out of ten Philadelphia families live in homes and need modern heaters, coal, fuel oil, etc.

If you have something to sell the home, start in Philadelphia. Start in this market of greatest home needs, where there is great economy and effectiveness of advertising coverage.

# THE EVENING BULLETIN

ROBERT McLEAN, *President*
WILLIAM L. McLEAN, Jr., *Vice President & Treasurer*

# PHILADELPHIA

New York 247 Park Ave. Chicago 333 N. Michigan Ave. Boston 755 Boylston St. Detroit 321 Lafayette Blvd. San Francisco 5 Third St.

© 1934, Bulletin Co.

# HOW PRESS WEATHERED GALES OF 1933

## Advertising Tide Turned in March, Scoring Recovery of Year Loss—Total Daily Circulations Down 3.3 Per Cent—Daily U. S. List Declined Only Two Units—Fractional Advertising Rate Losses—Editors Sustain High Service Standards

TWELVE months that shook the foundations of American institutions are reflected in the data contained in this, the 14th annual issue of EDITOR & PUBLISHER Year Book. In the year 1933 there was registered the low water mark of 49 months of continuous and all pervading economic depression, ravishing national prosperity to an unparalleled extent. But the same year signalized a turn in the economic tide. More importantly, 1933 marked a change in public opinion related to our entire economic system, resulting in the heroic and nation-wide crusade to readjust, reform and recover. As the year ended the rank and file of the citizenship confidently looked forward to rapid and sure recovery of prosperity and security in keeping with America's immense natural wealth and true to her tradition of a high living standard.

* * *

BECAUSE the good local newspaper is in its very nature the beating heart of the American social organization, sensitive to each and every change in the life of the people, leading thought and inspiring action, the violence of the year's events played heavily upon it. However, the Year Book shows how well the press withstood the assault. It has exerted a power over public affairs without peacetime precedent, regimenting a sound public opinion which, under our system, lies at the root of all of the astounding movements to correct the mistakes and evils of the past. It has given to the people a true and lavishly complete story of the upheaval and the measures adopted to bring order out of chaos. More sound public information was published in 1933 than in any year in history. The citizen taxpayer had available, for pennies, almost instantaneous reports of all great and small events bearing on public business, matters which he must now realize as never before vitally concern his life and fortunes. In addition, as usual, the press continued to maintain its general standard of information and entertainment service. Editors did not retrench and although economic demands on publishers were out of all proportion to business office receipts, in hundreds of cases completely wiping out profits and reducing the publishing business to an operation sustained by financial reserves, yet newspapers continued to pour out public service almost at peak volume. It is a proud fact in the craft that the disastrous year showed the loss of only two daily newspapers in the total number published, indicating an industrial stability without precedent in the realm of business and professional life.

The advertising tide definitely turned in March, 1933. And by the end of the year newspaper advertising was at slightly higher level than at the end of 1931. Newspaper circulations, as our Year Book data show, were well maintained despite the immense social disorganization and money pinch. By and large, 1933 is recorded as a year of newspaper success, establishing it beyond question as one of the most stable industries and the primary medium of the nation.

* * *

THE outstanding fact for the year is that the press closed the 12 months' period with bankruptcy practically unknown, contrasted with alarming numbers of failures in almost every other branch of business! This table bespeaks newspaper stability:

| | 1933 | 1932 | 1931 | 1930 | 1929 |
|---|---|---|---|---|---|
| Morning ..... | 378 | 380 | 384 | 388 | 381 |
| Evening ..... | 1,533 | 1,533 | 1,539 | 1,554 | 1,563 |
| Total Daily ... | 1,911 | 1,913 | 1,923 | 1,942 | 1,944 |
| Sunday ..... | 506 | 518 | 513 | 521 | 528 |

These averages for the United States of course include mergers for the several years, as well as suspensions and newly organized daily newspaper ventures. In the period between 1924 and 1933, inclusive, there was a total of 274 newspaper suspensions and a total of 359 newspaper mergers in the U. S., according to EDITOR & PUBLISHER records.

* * *

HOW well circulation totals were maintained despite the battering of hard times, with devastating effect upon almost every marketable commodity, remains the marvel of the world of publishing and advertising. Evening circulations for the whole country, among English language newspapers, held to within 3.2 per cent of the 1932 record, while morning newspapers held within 3.7 per cent of the 1932 total figure. Total daily circulation at the year's end was 3.3 per cent under that of 1932 and 10.8 per cent under the all-time high record scored in 1929. Sunday circulation sustained its volume in exactly the same proportions. Here are the figures showing the trend during the depression years:

| | 1933 | 1932 | 1931 | 1930 | 1929 |
|---|---|---|---|---|---|
| Morning..... | 13,206,705 | 13,711,382 | 14,342,790 | 14,434,257 | 14,448,878 |
| Evening..... | 21,968,533 | 22,696,297 | 24,418,397 | 25,154,915 | 24,976,737 |
| Total daily... | 35,175,238 | 36,407,297 | 38,761,187 | 39,589,172 | 39,425,615 |
| Sunday..... | 24,040,630 | 24,589,888 | 25,701,798 | 26,413,047 | 26,879,536 |

As there are in the United States, according to the last Federal census, approximately 30,000,000 families, it will be seen that on an average a newspaper and a sixth is provided for every family each week day, and all but six million families buy Sunday newspapers. There is no wider distribution of any article in commerce, except the actual necessities of life. During the year newspapers, in many cities, lopped off by voluntary action circulations that had been considered outside practical trading areas, which in part accounts for the year's losses.

* * *

AT the end of 1933 total newspaper advertising linage, according to EDITOR & PUBLISHER reports, was 91.5 per cent of that of 1932. This loss, following declines of preceding years, brought the advertising level down to 56.2 per cent of that in the peak year of 1929. Considering the wave of rate reductions and discounts that began in 1932, it is likely that the advertising revenue of the year just closed was not more than half of that in 1929; say, somewhere around $425,000,000. The storm swept the automotive classification down until 1933 linage amounted to only 41.6 per cent of that in 1929. It tumbled financial advertising down to a level only 27.2 per cent of that in the stock-and-bond era of 1929. Battering against the department stores, it found a sturdy resistance that kept this classification up to 76.0 per cent of its 1929 space; but other retailers yielded more easily, dropping back to the 52.4 per cent level, so that the average for the whole retail classification was 60.4 per cent of 1929. From the newspaper's standpoint, this strength in department store linage failed to mean an equivalent strength in revenue, on account of low rates. Other classifications just about held their own with the average for all newspaper advertising: General, 55.5 per cent of 1929; total display, 55.9 per cent; classified, 57.1 per cent.

However, the corner was turned in March, 1933, and EDITOR & PUBLISHER's linage index indicated sustained increases month by month. Newspaper linage in 1933, as compiled by Media Records, for 52 cities, was as follows:

| Total: | 1933 Linage | 1932 Linage | Pct. of 1932 | E. & P. Linage Index* |
|---|---|---|---|---|
| January .. | 77,956,895 | 100,032,029 | 77.9 | 63.6 |
| February.. | 72,538,858 | 97,570,237 | 74.3 | 60.8 |
| March .... | 76,363,808 | 109,807,748 | 69.5 | 53.4 |
| April ..... | 91,053,494 | 108,686,421 | 83.8 | 64.0 |
| May ..... | 94,648,666 | 106,004,093 | 89.3 | 65.6 |
| June ..... | 93,167,974 | 100,156,535 | 93.0 | 71.5 |
| July ..... | 78,319,115 | 80,871,452 | 96.8 | 71.0 |
| August .. | 86,338,635 | 78,838,572 | 109.5 | 78.8 |
| September. | 92,617,963 | 93,002,658 | 99.6 | 73.4 |
| October .. | 105,970,192 | 103,323,346 | 102.6 | 74.5 |
| November. | 99,823,309 | 94,967,454 | 105.1 | 76.7 |
| December.. | 96,715,692 | 91,509,274 | 105.7 | 78.0 |
| Year's Total.. | 1,065,514,601 | 1,164,769,819 | 91.5 | 68.9 |

THE best used page of the Year Book by advertising executives is that containing the "Ready Reckoner," an exclusive feature which handily tells the space buyer what newspaper advertising costs. The computation this year shows agate line rates as follows:

| | 1933 | 1932 | 1931 | 1930 | 1929 |
|---|---|---|---|---|---|
| Morning ..... | $35.13 | $35.25 | $36.82 | $36.51 | $36.90 |
| Evening ..... | 85.22 | 84.47 | 86.63 | 87.02 | 86.40 |
| Total Daily .... | 120.35 | 119.72 | 123.45 | 123.53 | 123.31 |
| Sunday ..... | 60.54 | 61.33 | 61.57 | 62.34 | 62.61 |

The meaning of these figures is that an agate line of advertising can be bought in all the daily newspapers of the country, with an aggregate average daily circulation of 35,175,238, for $120.35, a decline of $2.96 since 1929. An agate line of advertising space can be bought in all 506 Sunday newspapers, with an aggregate circulation of 24,040,630, for $60.54, a decline of $2.07 for the depression period.

Probably neither the circulation nor the rate structures shown here present an entirely accurate picture of the newspaper industry as of January, 1933. The circulation averages necessarily include several months in which the nation's business and income reached its lowest ebb, and the circulation totals, were a census possible today, would certainly be well above those published. Advertising rates, as totalled here, take no account of discounts offered by many publishers for specific space performance within a year, the basic minimum rate on general advertising being the figures employed.

* * *

A NEW classification in this issue tells us how the daily newspapers of the country are aligned politically. Of the total number 1,911 that responded to our questionnaire on this topic, 363 registered as Democrat and 328 registered as Republican. There was one Socialist Labor newspaper in the list. The majority, a total of 803 newspapers, registered as politically Independent. The Independent Republican list numbered 233, and the Independent Democratic list numbered 183. These are the first statistics we have published on political designation, and the figures demonstrate the fact that the party organ in the United States is a minority factor.

Users of the Year Book should observe that in addition to the executive personnel listed with the newspapers of the United States and Canada, supplemental lists of editorial workers are published elsewhere and noted in the general index as associate editors, chief and other editorial writers, columnists, financial editors, gravure editors, society editors, woman's page editors, automotive editors, aviation editors, radio editors, and the newspaper critics of the theatre, motion pictures, music and books.

* * *

THE object of EDITOR & PUBLISHER Year Book is to put into the hands of newspaper, agency and advertiser readers a complete picture of the daily newspaper business, in such concise and workable form that it may be used as a textbook and reference guide throughout the year. Every line of this analysis is prepared from data collected for the specific purpose, all brought up to the last minute before press time. The survey includes the daily newspapers of the United States, the territories, the Dominion of Canada, and a complete new inventory of the press of Great Britain. In the international list are named the principal newspapers of leading foreign lands, in part prepared by EDITOR & PUBLISHER correspondents especially for this book, and in part collated from listings filed at the Department of Commerce at Washington. This is the most complete international directory of newspapers in print. Also, in the following pages, will be found an array of exclusive information on all phases of newspaper advertising, offering a dependable and convenient record for the guidance of those who deal in space to promote trade and industry.

**FOR COMPLETE INDEX OF CONTENTS OF THIS ISSUE SEE LAST TWO PAGES**

# CIRCULATIONS, RATES AND PERSONNEL OF 1,911 DAILY NEWSPAPERS

THIS directory of daily and Sunday newspapers of the United States and Canada gives, wherever available, the following information:

State and city of publication, with population according to the 1930 (in Canada, 1931) Census. In certain cases, a figure is given for "A.B.C. City" or "Carrier Limits," representing the population of the area in which newspapers are distributed by city carriers.

Name of newspaper, whether published morning, evening, or Sunday, with its circulation for the six or 12 months ending Sept. 30, 1933. Circulation figures are taken from sworn statements to the Post Office, publisher's statements to the Audit Bureau of Circulations, or audits issued by the Audit Bureau of Circulations.

Advertising rates per agate line, on general (national) and retail (local) advertising. The rates listed are the minimum quoted by the publisher.

Political policy of each newspaper, telegraphic news services used, whether a rotogravure section is issued and on what days, whether a merchandising paper or bulletin for retailers is issued, whether merchandising co-operation is offered to advertisers, whether an engraving plant is operated, whether a job printing plant is operated, and representation in the national advertising field.

Names of the Publishers, Publishing Corporation and its President, Editor, Managing Editor, City Editor, Sports Editor, Sunday Editor, General Manager, Business Manager, Circulation Manager, Advertising Manager, National Advertising Manager, Classified Advertising Manager, Mechanical Superintendent, and Job Department Superintendent.

Key letters appearing in the fourth column have the following meanings:

(I) Politically Independent.
(R) Republican.
(D) Democratic.
(Soc.) Socialist.
(I-R) Independent Republican.
(P-R) Progressive Republican.
(J) Operates job printing plant.
(E) Operates engraving plant.

(*S) Asterisk indicates a rotogravure section is published, the initial following the asterisk indicating the day of issue *S—Sunday, M—Monday, Tu—Tuesday, W—Wednesday, Th—Thursday, F—Friday, Sat—Saturday.

Figures in parentheses are key numbers to the list of special advertising representatives in New York, Chicago, and other cities. Where more than one number is given the first is Eastern representative; the second is Western, the third Pacific Coast, etc.

Boldface circulation figures are A.B.C. net paid average for the six months ending Sept. 30, 1933. An "x" following bold face figures indicates publisher's statement to the A.B.C. for three months ending Sept. 30, 1933. A "z" following boldface figures indicates A.B.C. statement for 3 months ending Dec. 31, 1933. All other circulation figures are publishers' statements or affidavits filed with the Post Office for the six or 12 months' average, ending Sept. 30, 1933.

(mer) indicates that the newspaper issues a merchandising paper or bulletin for retailers of nationally advertised products.

(†) Indicates that merchandising co-operation is given.

Abbreviations of press service names are as follows:

AP—Associated Press.
AusP—Australian Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CPA—Central Press Association.
CP—Consolidated Press.
CT—Chicago Tribune Service.
DM—Duncan Market Service.
H—Agence Havas.
INS—International News Service.
JTA—Jewish Telegraph Agency.
MG—Manchester Guardian.
NANA—North American Newspaper Alliance.
ND—Nippon Dempo.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT-LT—New York Times-London Times News Service.
NWN—Northwest News Bureau.
NCWC—Nat'l Catholic Welfare Council Cable Service.
PCN—Pacific Coast News Service.
PTA—Polish Telegraph Agency.
PL—Philadelphia Public Ledger Service.
R—Shimbun Rengo Sha.
SN—Standard News.
SB—Southam Bureau.
TS—Toronto Star News Service.
UP—United Press.
US—Universal Service.
WCN—Westchester County Newspapers.

**Canadian Key**

(L)—Liberal party.
(C)—Conservative party.
(L.-C.)—Liberal-Conservative party.
(C.-L.)—Conservative-Liberal party.
(E)—When preceding numeral indicates advertising representative in London, England.
(C)—When preceding numeral indicates Canadian advertising representative.

## ALABAMA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANNISTON | Star | | | | | | | | | |
| 22,345 | (e) 5,991 | .05 | .... | (D) (UP) (54) | Consolidated Pub. Co. H. M. Ayers, Pres. | H. M. Ayers<br>Horace Wright | Ralph W. Callahan<br>DeWitt Carmichael (sp) | H. M. Ayers<br>Lewis J. Raemon (bm)<br>T. R. Shields (cm) | Lewis J. Raemon<br>H. M. Ayers (n)<br>S. J. Hall (cl) | C. P. Peace |
| | Sunday edition (S) 5,991 | .05 | .... | | | | | | | |
| BIRMINGHAM | Age-Herald | | | | | | | | | |
| 259,678 | (m) **35,620** | .... | .... | | | | | | | |
| | News (e) **74,618** | .... | .... | | | | | | | |
| | Combined daily (me) **110,238** | .27 | .... | (D) (AP, INS) (*S) (mer) (†) | Birmingham News Co. | J. E. Chappell | Ben Creel (ce-m)<br>Vincent Townsend (ce-e) | J. C. Clark (bm) | George Biggers | W. A. Carns |
| | Sunday edition (S) **95,672** | .27 | .... | (E) (76) | Victor Hanson, P-Pres. | Chas. A. Fell | Robert Phillips(sp-m)<br>Zipp Newman (spe-) | Don Davis (cm) | Ray E. Faherty (cl) | |
| | Post (e) **54,610** | .15 | .... | (I) (UP) (†) (131) | Scripps-Howard Newspapers | James E. Mills, Jr.<br>W. L. Vennell | Hubert Baughn<br>John Putman (sp) | Howard Parish (bm)<br>R. S. Nix (cm) | W. E. Brown<br>Thos. A. Craven (n) | |
| DECATUR | Daily | | | | | | | | | |
| 15,593 | (e) 4,986 | .045 | .... | (D) (AP) (†) (J) (41) | Tenn. Valley Ptg. Co., Inc.<br>B. C. Shelton, Pres. | B. M. Bloodworth<br>B. C. Shelton | C. W. Gover | B. C. Shelton<br>R. T. Sheppard (bm)<br>H. M. Layman (cm) | B. C. Shelton<br>Mrs. Frank Price (cl) | E. C. Powell<br>R. T. Sheppard(j) |
| DOTHAN | Eagle | | | | | | | | | |
| 16,046 | (e) 4,986 | .04 | .... | (D) (AP) (†) (41) | | Julian Hall | Nat Faulk<br>T. McCallum (sp) | W. C. Batchelor<br>Horace Hall (bm)<br>J. R. Chamblee (cm). | Harry P. Hall<br>Horace Hall (n) | P. Porter |
| EUFAULA | Tribune | | | | | | | | | |
| 11,729 | (e) 2,813 | .03 | .... | (D) (AP) (J) (70) | Tribune Pub. Co. | H. L. Upshaw | | | L. B. Deason | |
| FLORENCE | Times | | | | | | | | | |
| 11,729 | (e) 5,031 | .045 | .045 | (D) (AP) (28) | Florence Times-News, Inc.<br>J. L. Meeks, P-Pres. | | | O. P. Anderson (bm). | | |
| GADSDEN | Times | | | | | | | | | |
| 24,042 | (e) ..... | .053 | .... | (I-D) (AP, UP) (none) | B. H. Mooney | W. I. Martin | | J. Thornton (cm) | I. P. Cocke (n) | |
| | Sunday edition (S) ..... | .053 | .... | | | | | | | |
| HUNTSVILLE | Register | | | | | | | | | |
| 11,554 | (e) 3,492 | .04 | .... | (D) (INS) (54) | RegisterPub.Co.,Inc.<br>William H. Pierce, Pres. | J. E. Pierce<br>R. E. O'Neal | O. Fanning<br>B. Shelton (sp)<br>R. E. O'Neal (Su) | Wm. H. Pierce<br>L. M. Whittaker (cm) | Guy Milford | W. J. Taylor |
| | Sunday Edition (S) 3,492 | .04 | | | | | | | | |
| | Times (e) 5,290 | .035 | .025 | (I-D) (AP) (†) (76) | Henry P. Johnston | Reese T. Amis | V. C. Jones<br>P. I. Pruitt (sp) | Henry P. Johnston<br>A. L. Smith (cm) | Jack Langhorne<br>H. P. Johnston (n)<br>R. Buchanan (cl) | R. Cooper |
| | Sunday edition (S) 5,290 | .035 | .... | | | | | | | |
| MOBILE | Register | | | | | | | | | |
| 68,202 | (m) 17,144 | .... | .... | (D) (AP, UP) (†) (76) | Mobile Daily Newspapers, Inc.<br>R. B. Chandler, P-Pres. | H. P. Ewald<br>Marion T. Gaines | Barney Sheridan<br>Frank Gordy (sp)<br>E. A. Shelnutt (Su) | R. B. Chandler<br>J. O. Stuardi (cm) | Carl M. Smith<br>Howard K. Martin (n)<br>E. B. Ingle (cl) | T. C. McLemore |
| | Press (e) 20,212 | .... | .... | | | | | | | |
| | Combined daily (me) 37,356 | .13 | .... | | | | | | | |
| | Sunday edition (S) 34,078 | .13 | .... | | | | | | | |
| | Times (e) **6,797** | .05 | .04 | (I) (INS) (22) | Mobile Times, Inc.<br>T. E. Sharp, P-Pres. | W. H. Roberts<br>George M. Cox, Jr. | Caryle A. Ward<br>Harold Irby (sp) | W. M. Fincher (bm).<br>J. L. Thornton (cm) | Jack Dair<br>D. E. Kern (n) | Grady Dick |
| MONTGOMERY | Advertiser | | | | | | | | | |
| 66,079 | (m) **22,605** | .065 | .06 | (D) (AP) (76) | Advertiser Co.<br>R. F. Hudson, Pub. | Grover C. Hall<br>W. J. Mahoney | Hartwell Hatten<br>S. X. Stephenson (sp-Su) | R. F. Hudson<br>H. C. Brown (cm) | P. W. Walsh | M. E. Ford |
| | Sunday edition (S) **23,171** | .065 | .... | | | | | | | |
| | Ala. Journal (e) **18,008** | .075 | .... | (I-D) (AP) (†) (17) | Montgomery Journal Pub. Co.<br>Frederick I. Thompson, P-Pres. | C. M. Stanley<br>Dorian Stout | Jerry Carter (sp) | J. Walter Webb (bm).<br>James Wilson (cm) | J. W. Webb<br>T. O. Walker (cl) | A. M. Holt |
| OPELIKA | News | | | | | | | | | |
| 6,156 | (e) 2,450 | .018 | .... | (D) (AP) (none) | Wear & Wilson | W. H. Wilson | | W. C. Wear (bm) | | |
| SELMA | Times-Journal | | | | | | | | | |
| 4,820 | (e) 4,820 | .04 | .... | (D) (AP) (none) | F. T. Raiford | F. T. Raiford<br>E. B. Field | Octavia S. Wynn<br>E. B. Field (sp) | F. T. Raiford<br>N. H. Raiford (bm)<br>R. R. Moore (cm) | R. L. Burnette<br>M. H. Raiford (n)<br>Elva Stewart (cl) | J B. Wells |
| | Sunday edition (S) 4,820 | .04 | .... | | | | | | | |
| SHEFFIELD & | Tri-Cities Daily | | | | | | | | | |
| 6,221 | | | | | | | | | | |
| TUSCUMBIA | | | | | | | | | | |
| 4,533 | (e) 4,703 | .045 | .... | (I-D) (AP) (28) | J. L. Meeks | | | | | |
| TALLADEGA | Home | | | | | | | | | |
| 7,596 | (e) ..... | .021 | .... | (D) (INS) (none) | Est., J. C. Williams | Tom R. Williams | | | | |
| TROY | Messenger | | | | | | | | | |
| 6,814 | (e) 1,366 | .02 | .... | (I-D) (UP) (none) | Troy Messenger, Inc.<br>M. N. Dodson, Pres. | M. N. Dodson | | Mrs. G. Johnston (cm) | Howard Johnston (n). | |
| TUSCALOOSA | News | | | | | | | | | |
| 20,565 | (e) 5,844 | .04 | .04 | (D) (AP) (†) (none) | Tuscaloosa Newspaper Pub. Co.<br>Bruce Shelton, Pub.<br>W. S. Mudd, Pres. | Ben A. Greene | N. H. Cobbe | Bruce Shelton (bm)<br>K. L. Simmons (cm). | M. T. Creager<br>Bruce Shelton (n) | J. F. Williamson (j) |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## ARIZONA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt.. |
|---|---|---|---|---|---|---|---|---|---|---|
| BISBEE | Ore | | | | | | | | | |
| 8,023 | (e) 1,252 | .03 | .... | (I) (AP) (139 | Border Pub. Co. M. J. Cunningham, Pres. | | | | E. Dean | |
| | Review | | | | | | | | | |
| | (m) 2,873 | .04 | .... | (D) (AP) (†) (J) (36-12) | Folsom Moore | | | C. F. Yates (bm) C. C. Beadame (cm) | S. P. Schaffer (n) | |
| | Sunday edition (S) 2,873 | .04 | .... | | | | | | | |
| DOUGLAS | Dispatch | | | | | | | | | |
| 9,828 | (m) 2,337 | .0357 | .... | (R) (AP) (J) (102) | Dispatch Pub. Co. James Logie, Pres. | John A. Curry James Logie | John A. Curry | James Logie | L. R. Hancock James Logie (n) | John Dean A. E. Armstrong (j) |
| | Sunday edition (S) 2,337 | .0357 | .... | | | | | | | |
| NOGALES | Herald | | | | | | | | | |
| 6,006 | (e) 2,935 | .0357 | .... | (I) (AP) (J) (102) | H. R. Siak | | | H. C. Wayte (bm) | H. R. Siak | |
| PHOENIX | Free Press | | | | | | | | | |
| 48,118 | (e) ..... | .05 | .05 | (I) (US) (none) | Free Press Pub. Co. Chas. T. Kingsley, Pres. | Jack Sheeley | Jack Sheeley K. Noble (sp) | C. T. Kingsley Ed. Holman (cm) | Roland Kingsley E. B. Miller (n) M. Castle (cl) | |
| | (New daily established—Jan. 1, 1934) | | | | | | | | | |
| | Republic (m) **28,139** | .... | .... | | | | | | | |
| | Gazette (e) **10,906** | .... | .... | | | | | | | |
| | Combined daily (me) **39,045** | .15 | .... | (I) (AP, UP) (†) (J) (E) (154) | Ariz. Pub. Co. Charles A. Stauffer, (Pub-m) W. W. Knorp (Pub-e) Chas. A. Stauffer, Pres. | J. W. Spear (m) C. G. Nuckolls (e) Ward P. Adams (news) | G. J. Tipton (ce-m) T. W. B. Anderson (ce-e) Fred W. Schanz (sp-m) Larry Grill (sp-e) Mrs. P. Bates (Su) | W. W. Knorpp Sidney Myers (bm) Oliver King (cm) | Fred Myers Bob Hall (n) | C. O. Hanlon F. O. Adams (j) |
| | Sunday edition (S) **31,381** | .... | .... | | | | | | | |
| | Evening & Sunday (eS) ..... | .16 | .... | | | | | | | |
| PRESCOTT | Courier | | | | | | | | | |
| 5,517 | (e) 3,260 | .03 | .03 | (D) (AP) (J) (1-12) | W. P. Stuart | W. P. Stuart | Frank Freeman | Leslie McFaddin (bm) Agnes L. Neighbor (cm) | R. J. Aitken Leslie McFaddin (n) Agnes L. Neighbor (cl) | E. B. Crane |
| | Journal-Miner (m) 2,146 | .03 | .... | (I) (UP) (†) (J) (102) | A. J. Doud | A. J. Doud | R. L. Williams | A. J. Doud R. Hollinger (cm) | T. J. Sinnott F. Drake (n) | W. H. Tucker |
| TUCSON | Citizen | | | | | | | | | |
| 32,506 | (e) ..... | .05 | .... | (R) (AP) (†) (70-47) | Frank Hitchcock | Gordon Gordon (news) | | Frank Hitchcock | C. C. Whitten | |
| | Ariz. Star (m) **7,222** | .05 | .04 | (I) (AP) (36-12) | State Consolidated Pub. Co. Wm. R. Mathews, P-Pres. | Wm. R. Mathews T. T. Smith | Jack Weadock Chas. Kinter (sp) | Wm. R. Mathews (bm) Geo. W. Chambers Ed Gay (cm) | Wm. H. Kelly Geo. W. Chambers (n) | Jack Leonard |
| | Sunday edition (S) **7,497** | .05 | .... | | | | | | | |
| YUMA | Ariz. Sentinel | | | | | | | | | |
| 4,892 | (e) 2,645 | .03 | .03 | (D) (UP) (J) (102) | Yuma Ariz. Sentinel, Inc. J. F. Gale, P-Pres. | R. L. Odom J. F. Gale | R. L. Odom | J. F. Gale Millard Humphrey (bm) | J. F. Gale | S. Hill |
| | Sun (m) 2,895 | .035 | .022 | (D) (UP) (†) (J) (47) | Sun Ptg. Co. E. S. Worthington, Pres. | W. L. Odett (me) | Karl Allen Lamont Odett (sp) | W. L. Odett Lamont Odett (em) | W. L. Odett | Terry Turner |

## ARKANSAS

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt.. |
|---|---|---|---|---|---|---|---|---|---|---|
| ARKADELPHIA | Siftings Herald | | | | | | | | | |
| 3,380 | (e) 1,921 | .025 | .... | (I) (AP) (5) | P. McCorkle | P. McCorkle | | M. L. Nesbit (cm) | | |
| BATESVILLE | Guard | | | | | | | | | |
| 4,484 | (e) 742 | .021 | .018 | (D) (UP) (J) (5) | Guard-Record Co. Inc. O. E. Jones, Pres. | O. E. Jones | O. E. Jones R. M. Allison (sp) | O. E. Jones R. Cleo Wann (bm) | R. Cleo Wann | F. Shirrell |
| BLYTHEVILLE | Courier-News | | | | | | | | | |
| 10,098 | (e) 4,166 | .04 | .... | (I-D) (UP) (5) | Courier-News Co., Inc. C. R. Babcock, Pres. | C. R. Babcock | J. G. Sudbury | H. W. Haines Sam Norris (cm) | H. W. Haines | |
| CAMDEN | News | | | | | | | | | |
| 7,273 | (e) 2,708 | .03 | .... | (D) (AP, UP) (†) (143-5) | Camden News Pub. Co. C. E. Palmer, Pres. | Alfred W. Rose | | A. Roy Allen F. Pape (cm) | A. Roy Allen I. L. Bauerlein (cl) | A. L. Katz |
| CONWAY | Log Cabin Democrat | | | | | | | | | |
| 5,534 | (e) 1,356 | .025 | .025 | (D) (AP) (J) (5) | Conway Ptg. Co. Frank E. Robbins, Pub. | Frank E. Robbins Frank E. Robbins, Jr. | Joe B. McGee | Frank Robbins, Jr. | Frank E. Robbins, Jr. | E. G. Reidmatten |
| DE QUEEN | Citizen | | | | | | | | | |
| 2,938 | (e) 712 | .02 | .02 | (D) (†) (J) (5) | DeQueen Bee Co., Inc. Ray Kimball, Pub. W. W. St. John, Pres. | Ray Kimball | E. B. Smith | | | A. L. Kimball |
| EL DORADO | News | | | | | | | | | |
| 16,421 | (m) 6,011 | .... | .... | | | | | | | |
| | Times (e) 1,802 | .... | .... | (D) (AP, UP) (†) (5) | News-Times Pub. Co. Clyde E. Palmer, Pub-Pres. | Robert T. Hays | Grover Zinn Arla R. Nelson (sp) Grover Zinn (Su) | John H. Vogel (bm) | William Thomas Mrs. C. D. Carter (cl) | W. J. Swatzell |
| | Combined daily (me) 7,813 | .06 | .... | | | | | | | |
| | Sunday edition (S) 6,011 | .06 | .... | | | | | | | |
| EUREKA SPRINGS | Times-Echo | | | | | | | | | |
| 2,276 | (e) ..... | .025 | .... | (D) (J) (5) | S. A. Diehl | | | S. A. Diehl | | |
| FAYETTEVILLE | Democrat | | | | | | | | | |
| 7,394 | (e) 2,219 | .03 | .... | (I-D) (AP) (†) (5) | Democrat Pub. Co., Inc. Mrs. R. W. Fulbright, Pres. | L. S. Reed | Jim Bohart (sp) | J. D. Hurst (bm) Floyd Elliott (cm) | J. D. Hurst | E. Murphy |
| FORREST CITY | Times-Herald | | | | | | | | | |
| 4,594 | (e) 1,261 | .021 | .021 | (D) (UP) (J) (5) | Times-Herald Pub. Co. John T. Durst, Pub-Pres. | John T. Durst | John T. Durst | John T. Durst Mrs. L. M. James (cm) | Mrs. L. M. James | R. H. Caldwell |
| FORT SMITH | Southwest American | | | | | | | | | |
| 31,429 | (m) **12,784** | .... | .... | | | | | | | |
| | Times-Record (e) **6,890** | .... | .... | (D) (AP) (†) (E) (123) | Times Record Co. J. S. Parks & G. D. Carney, Pubs. J. S. Parks, Pres. | C. F. Byrns C. A. Verbeck | Ralph Lee (m) W. D. Barksdale (e) A. W. Porter (sp) | J. S. Parks Harry Robinson (bm) C. C. Gardner (cm) | S. E. Gearhart H. Robinson (n) S. E. Gearhart (cl) | A. W. LaVasque |
| | Combined daily (me) **19,674** | .10 | .10 | | | | | | | |
| | Sunday edition (S) **19,966** | .10 | .... | | | | | | | |
| HARRISON | Times | | | | | | | | | |
| 3,626 | (e) 1,026 | .02 | .02 | (D) (J) (5) | Times Pub. Co. | Thos. M. Newman John A. Newman | | John R. Newman (bm) L. D. Dunham (cm) | | T. d'Haas T. M. Newman (j) |
| HELENA | World | | | | | | | | | |
| 8,316 | (e) 3,162 | .025 | .... | (I-D) (AP) (5) | C. M. Young | J. P. Burks (me) | Leo E. Nyburg Ted Woods (sp) | C. M. Young B. Shell (cm) | | C. H. Lindsey |
| | Sunday edition (S) 3,162 | .025 | .... | | | | | | | |
| HOPE | Star | | | | | | | | | |
| 20,238 | (e) 2,899 | .03 | .023 | (ID) (AP) (†) (J) (5) | Star Pub. Co. Alex H. Washburn, Pub. C. E. Palmer, Pres. | Alex H. Washburn | | Alex H. Washburn Leonard Ellis (cm) | Lyle M. Webb Emma Green (cl) | G. Hosmer C. C. Westerman |
| HOT SPRINGS | Sentinel Record | | | | | | | | | |
| 20,328 | (m) 4,092 | .... | .... | (D) (AP) (UP) (5) | | | | | | |
| | New Era (e) 4,192 | .... | .... | (I) (AP, UP) (5) | Southern Newspapers, Inc. C. E. Palmer, P-Pres. | | Leo Martin | E. Marion Riggs John Jones (bm) | | |
| | Combined daily (me) 8,284 | .06 | .... | | | | | | | |
| | Sunday edition (S) 4,092 | .... | .... | | | | | | | |
| | Sunday & evening (Se) ..... | .06 | .... | | | | | | | |

(*Continued on page* 14)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## ARKANSAS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| JONESBORO | Sun | | | | | | | | | |
| 10,326 | (e) 5,618 | .03 | .03 | (D) (AP) (28) | W. O. Troutt & Sons. | Fred D. Troutt | John W .Troutt<br>Elton Dickson (sp) | W. O. Troutt<br>N. G. Roberts (cm) | Fred D. Troutt<br>John W. Troutt (n)<br>N. G. Roberts (cl) | Wm. Bauer |
| | Tribune | | | | | | | | | |
| | (e) 3,821 | .03 | .025 | (D) (UP) (†) (E) (5) | Tribune, Inc.<br>Donald Murray, Pres. | Horace Cate | | Donald Murray<br>Edna Cloyd (cm) | Donald Murray (n)<br>Edna Cloyd (cl) | O. Smith |
| LITTLE ROCK | Arkansas Democrat | | | | | | | | | |
| 81,679 | (e) **29,603** | .10 | .085 | (D) (AP, UP) (mer) | Arkansas Democrat Co.<br>K. A. Engel, Pub-Pres. | W. T. Sitlington (me) | E. J. Liske<br>Allen Tilden (sp) | K. A. Engel<br>W. D. Branham (bm)<br>G. E. Hough (cm) | E. J. Herndon<br>W. D. Branham (n)<br>E. S. Compton (cl) | G. A. Griffin |
| | Sunday edition | | | | | | | | | |
| | (S) **37,085** | .10 | .... | (†) (17) | | | | | | |
| | Arkansas Gazette | | | | | | | | | |
| | (m) **40,239** | .12 | .... | (I-D) (AP, CT) (20). | Gazette Pub. Co.<br>J. N. Heiskell, Pres. | J. N. Heiskell<br>Clyde Dew | John Wells<br>Ben Epstein (sp)<br>Edgar Chestnut (Su) | Fred W. Allsopp (bm)<br>M. D. Nicholson (cm) | W. C. Allsopp<br>Cyril Deese (n)<br>Luther Wilkins (cl) | A. N. Guthrie |
| | Sunday edition | | | | | | | | | |
| | (S) **45,674** | .14 | .... | | | | | | | |
| MALVERN | Record | | | | | | | | | |
| 3,118 | (e) 750 | .018 | .... | (D) (J) (none) | J. H. Beerstecher | J. H. Beerstecher | | J. H. Beerstecher | | |
| MENA | Star | | | | | | | | | |
| 3,118 | (e) 794 | .018 | .018 | (D) (UP) (J) (none) | Mena Star Co., Inc.<br>V. W. St. John, Pub-Pres. | V. W. St. John | R. M. Barry | D. D. Clement | D. D. Clement | E. W. St. John |
| NEWPORT | Independent | | | | | | | | | |
| 4,547 | (e) 700 | .02 | .... | (D) (UP) (J) (5) | A. C. Wilkerson | A. C. Wilkerson | A. C. Wilkerson | DuncanAnderson(bm) | Duncan Anderson | J. D. Henderson |
| PARAGOULD | Press | | | | | | | | | |
| 5,966 | (e) 1,175 | .025 | .... | (D) (AP) (none) | R. C. Wright | | | R. C. Wright<br>Mrs. R. C. Wright (cm) | | |
| PINE BLUFF | Commercial | | | | | | | | | |
| 20,760 | (e) **6,588** | .045 | .... | (D) (AP, UP( (J) (5) | F. W. Freeman | W. B. Sorrells, Jr. | | E. W. Freeman, Jr. (bm)<br>W. F. Hawley (cm) | G. N. Freeman | G. R. Hill |
| | Graphic | | | | | | | | | |
| | (m) 5,120 | .04 | .03 | (D) (AP) (70) | George H. Adams | E. L. Campbell | James Thomasson | George H.Adams(bm)<br>FranklinReichen(cm) | W. V. Hutt, Jr.<br>Mildred McIntyre (cl) | D. T. Sheffield |
| | Sunday edition | | | | | | | | | |
| | (S) 5,120 | .04 | .... | | | | | | | |
| PRESCOTT | News | | | | | | | | | |
| 3,033 | (e) 500 | .014 | .... | (D) (J) (none) | Archie W. Johnson | | | Archie W. Johnson (bm) | | |
| ROGERS | News | | | | | | | | | |
| 3,554 | (e) 2,473 | .03 | .025 | (I-D) (UP) (5) | Everett W. Pate | Everett W. Pate | C. C. Lambert | Everett W. Pate<br>Joe G. Hudgens (cm). | E. W. Hobart<br>E. W. Pate (n)<br>Esta Smith (cl) | L. Beckham |
| RUSSELLVILLE | Courier-Democrat | | | | | | | | | |
| 5,628 | (e) 1,016 | .025 | .02 | (D) (AP) (none) | J. A. Livingston | J. A. Livingston | Erwin Livingston | J. A. Livingston | J. Q. Adams<br>J. A. Livingston (n) | H. Bringle |
| SEARCY | Citizen | | | | | | | | | |
| 3,387 | (e) 700 | .014 | .... | (D) (J) (5) | J. J. Baugh | | | J. J. Baugh<br>B. R. Johnson (bm) | | |
| SILOAM SPRINGS | Herald & Democrat | | | | | | | | | |
| 2,378 | (e) 2,200 | .02 | .02 | (D) (J) (5) | Perrine Pub. Co. | A. W. Perrine<br>H. B. Perrine | H. B. Perrine | H. B. Perrine<br>Chas. R. Miller (cm). | Chas. R. Miller<br>H. B. Perrine (n) | A. W. Perrine, Jr. |
| STUTTGART | Arkansawyer | | | | | | | | | |
| 4,927 | (e) 1,010 | .018 | .... | (I) (AP) (5) | J. M. Drummond | J. M. Drummond | | | | |
| TEXARKANA | (See Texas). | | | | | | | | | |
| WYNNE | Progress | | | | | | | | | |
| 3,505 | (e) 480 | .02 | .... | (D) (†) (J) (5) | C. O. Wahlquist | C. O. Wahlquist | | C. O. Wahlquist | | |

## CALIFORNIA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALAMEDA | Times-Star | | | | | | | | | |
| 35,033 | (e) 4,985 | .045 | .03 | (I) (UP) (102) | H. G. Spaulding | H. G. Spaulding | Cope Hartley<br>Jack Clark (sp) | R. T. Meeker | Adin B. Wimpey<br>Hollis Risdon (cl) | J. W. Pratt |
| ALHAMBRA | Post-Advocate | | | | | | | | | |
| 29,472 | (e) **6,190** | .055 | .... | (I) (AP) (†) (102) | Alhambra Pub. Co.<br>E. F. Elstrom, Pres. | Clayton I. Ward | Dick Reed<br>Geo. Serviss (sp) | E. F. Elfstrom<br>R. W. Frankis (cm) | H. C. Burkheimer<br>E. Resch (n)<br>H. Josselyn (cl) | H. M. Tedford |
| ANAHEIM | Bulletin | | | | | | | | | |
| 10,997 | (e) **2,889** | .04 | .03 | (I-R) (AP) (†) (102) | Lotus H. Loudon and Hazel Del Loudon | Floyd McCracken | J. H. Heffron | C. H. Powell (bm)<br>R. H. Jacobs (cm) | Reg Taylor<br>C. H. Powell (n)<br>Richard Fischle (cl) | Fred A. Van Raes |
| BAKERSFIELD | Californian | | | | | | | | | |
| 26,015 | (e) **10,854** | .055 | .055 | (D) (UP, AP) (J) (19) | Alfred Harrell | Alfred Harrell<br>Ross C. Miller | Orval T. Adams<br>James Day (sp) | Edward Benson | Walter Kane | Elmer Forgy |
| BERKELEY | Gazette | | | | | | | | | |
| 82,100 | (e) **8,095** | .05 | .035 | (I-R) (UP) (†) (J) (47) | Gazette Pub. Co.<br>C. E. Dunscomb, Pres. & Pub. | James E. Wales (me) | H .W. Johnson<br>Phil Rolfe (sp) | C. E. Dunscomb<br>F. W. Folsom (cm) | C. E. Erwin<br>V. R. Churchill (n)<br>K. Robertson (cl) | E. H. Zarley |
| BRAWLEY | News | | | | | | | | | |
| 10,437 | (e) 1,914 | .03 | .... | (R) (AP) (J) (102) | M. Ethel Witter | | L. H. Beason | Allen T. Witter<br>Frank Burris | A. F. Doran<br>Frank Burris | Ira Burris<br>F. M. Jones (j) |
| BURBANK | Review | | | | | | | | | |
| 16,662 | (e) 2,870 | .04 | .... | (I) (UP) (J) (102) | Review Ptg. Co.<br>Harvey R. Ling, Pres. | Lynn Monroe<br>Harvey R. Ling | I. L. K. Clarke<br>Jas. Dooley (sp) | Harvey R. Ling<br>I. R. Snider (cm) | Chas. Hickey<br>E. B. Brown (n)<br>J. Fitspatrick (cl) | W. P. Coffman<br>Robt. Dussault (j) |
| BURLINGAME | Advance-Star | | | | | | | | | |
| 13,270 | (e) 2,674 | .04 | .04 | (I) (INS) (J) (102) | Burlingame Pub. Co.<br>A. B. Cargill, Pres. | A. B. Cargill<br>W. T. Chapman | W. T. Chapman<br>Ernest Rapley (sp) | A. B. Cargill<br>A. M. Snelgrove (cm) | J. M. McGrath<br>G. Stollery (cl) | E. Snyder<br>H. O. Wolcott (j) |
| CALEXICO | Chronicle | | | | | | | | | |
| 6,297 | (e) 1,211 | .025 | .025 | (I) (AP) (J) (102) | Randall Henderson | Randall Henderson | R. J. Anderson, Jr.(sp) | R. Henderson<br>Bess Stacy (cm) | Clarke Dennington | O. de los Cobos<br>H. K. Greene (j) |
| CHICO | Enterprise | | | | | | | | | |
| 7,961 | (e) **2,634** | .03 | .025 | (I-R) (AP) (102) | Enterprise Pub. Co.<br>F. J. O'Brien, Pr & Pub. | Florence J. O'Brien | Guerdon J. Cowan<br>James Zeno (sp) | Florence J. O'Brien<br>H. A. Barber (bm)<br>C. H. Dahl (cm) | H. A. Barber<br>Ursula Chambers (cl) | Jack Scannell |
| | Record | | | | | | | | | |
| | (m) **1,959** | .03 | .025 | (I) (UP) (mer) (54-153) | Richards & Deuel | C. H. Deuel | Jack Wilson | V. C. Richards (bm).<br>C. L. Clark (cm) | V. C. Richards | Emil Bardill |
| | Sunday edition | | | | | | | | | |
| | (S) **1,963** | .03 | .025 | | | | | | | |
| COALINGA | Record | | | | | | | | | |
| 2,851 | (e) 1,237 | .025 | .... | (R) (UP) (J) (none) | McCollum & Mason. | F. J. McCollum | | H. M. Mason | | |
| COLTON | Courier | | | | | | | | | |
| 8,014 | (e) 1,367 | .025 | .025 | (R) (AP) (J) (none) | F. S. & V. G. Hosfelt. | Verna G. Hosfelt<br>K. W. Alexander | Dillon Purcell | K. W. Alexander (bm)<br>M. C. Carter (cm) | K. W. Alexander | W. W. Elliott |
| COLUSA | Sun-Herald | | | | | | | | | |
| 2,116 | (e) 1,971 | .03 | .025 | (I) (UP) (J) (102) | Wilson & Holloway<br>M. E. Holloway, Pres. | Wilmer G. Brill<br>M. L. Wilson | Wilmer G. Brill | Maxine H. Brill<br>L. F. Thompson (bm)<br>R. B. Strickler (cm) | L. F. Thompson | Floyd McCue |
| | Times | | | | | | | | | |
| | (e) 1,516 | .03 | .02 | (I) (AP) (J) (none). | I. G. & G. R. Zumwalt | Geo. B. Collins | R. H. Rodda | I. G. Zumwalt<br>E. E. Winters (bm) | Starr Baldwin | E. E. Winters |
| CORNING | Observer | | | | | | | | | |
| 1,377 | (e) 885 | .021 | .021 | (I) (UP) (J) (none). | Buena M. Harper | F. W. Mosher, Jr. | | | | A. C. Keiser (j) |
| CORONA | Independent | | | | | | | | | |
| 7,018 | (e) 706 | .021 | .021 | (I-R) (J) (28) | C. M. Blair | Mike Strasser<br>Geo. M. Blair | M. Strasser (sp)<br>J. E. Blair (sp) | Geo. M. Blair<br>M. P. Miller (cm) | C. R. Miller | L. Heredia<br>A. M. Creech (j) |
| CULVER CITY | Star-News | | | | | | | | | |
| 5,669 | (e) **2,185** | .04 | .04 | (I-R) (AP) (†) (102) | Culver City Pub. Co.<br>Wm. Shea, Pres. | Wm. Shea<br>Rembert James | Rembert James<br>Onward Cochran (sp) | Wm. Shea<br>Kirk Boott (bm)<br>Robt. Curry (cm) | Hugh Baumberger<br>Arthur Carlson (cl) | Earl Leavitt |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## CALIFORNIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| EL CENTRO | Imperial Valley Press | | | | | | | | | |
| 8,434 | (e) 2,983 | .035 | .03 | (R) (UP) (102) | Imperial Valley Press, Inc. H. W. Hammond, Pres. | J. P. Greene<br>W. C. Costello | J. P. Greene<br>Robt. Allen (sp) | H. W. Hammond<br>W. C. Costello (bm)<br>W. H. Howard (cm) | Albert De Vore<br>W. C. Costello (n)<br>Carol Davis (cl) | Don Hamilton |
| | Valley Farmer | | | | | | | | | |
| | (m) 2,658 | .03 | .025 | (I) (UP) (†) (J) (47) | Tribune-Farmer Pub. Co., Ltd. Geo. Bennitt, Pres. | Ed A. Fitzhugh<br>Geo. Bennitt | J. M. Worley | Geo. Bennitt<br>Russell Bennitt (bm).<br>W. J. Harpole (cm) | A. C. Johnston<br>W. J. Harpole (cl) | D. T. Westmorland<br>W. J. Dickey (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 2,658 | .03 | .025 | | | | | | | |
| ESCONDIDO | Times-Advocate | | | | | | | | | |
| 3,421 | (e) 920 | .021 | .018 | (I) (J) (none) | Percy Evans | Percy Evans | Allon McGrew | Vera Thompson (cm) | Guy Ashley<br>Vera Deaver (cl) | E. Runge<br>A. Ashley (j) |
| EUREKA | Humboldt Standard | | | | | | | | | |
| 15,748 | (e) **4,678** | .05 | .05 | (I-R) (UP) (†) (102) | Standard Ptg. Co.<br>C. L. Day, Pres. | C. L. Day<br>Don H. O'Kane | Frank F. Flaherty<br>Laurence Beall (sp) | C. L. Day<br>V. P. Grace (cm) | G. O. Davis (local)<br>A. L. Shortsleeve (n)<br>G. A. Smith (cl) | Chas. H. Harms |
| | Humboldt Times | | | | | | | | | |
| | (m) **4,753** | .05 | .05 | (R) (AP) (J) (92-47) | Times Pub. Co.<br>R. W. Bull, Pub. | J. H. Crothers | | J. H. Crothers | | A. M. Smith (j) |
| | Sunday edition | | | | | | | | | |
| | (S) **5,415** | .05 | .... | | | | | | | |
| FRESNO | Bee | | | | | | | | | |
| 52513<br>66,913 (ABC City) | (e) **37,154**<br>Sunday edition | .10 | .082 | (I) (AP, UP, US, INS, PCN( (†) (E) (114) | Jas. McClatchy Pub. Co. Chas.K.McClatchy, Pres. | H. R. McLaughlin(me) | W. E. Lockwood<br>Ed Orman (sp) | Ed S. Riggins (bm)<br>A. Sehers (cm) | R. W. Millard<br>R. J. Horan (cl) | |
| | (S) **36,488** | .10 | .082 | | | | | | | |
| FULLERTON | News-Tribune | | | | | | | | | |
| 10,800 | (e) 3,745 | .04 | .04 | (I) (UP) (47) | News-Tribune Co., Ltd. W. K. Maxwell, Pres. | B. K. Maxwell<br>A. E. Davis | A. E. Davis<br>D. P. Maynard (sp) | W. Kee Maxwell<br>W. B. Queale (cm) | W. N. Long<br>Edna McMaster (cl). | C. V. Galloway |
| GILROY | Dispatch | | | | | | | | | |
| 3,502 | (e) 1,663 | .025 | .018 | (R), (UP) (Mer) (J) (102) | Lloyd E. Smith | Lloyd E. Smith | Herbert Sutton | Lloyd E. Smith<br>B. Guernsey (cm) | Lloyd E. Smith | Claire Carlyle |
| GLENDALE | News-Press | | | | | | | | | |
| 62,736 | (e) **12,210** | .075 | .... | (I) (AP, UP) (†) (102) | Evening News Co.<br>W. S. Kellogg, Pres. | W. S. Ingram | J. C. Safley<br>Fredk. Graham (sp) | Wm. S. Kellogg<br>J. V. Hollett (cm) | H. Dale Townsend<br>R. L. Dewar (n)<br>W. R. Cass (cl) | F. A. Harris |
| GRASS VALLEY | Union | | | | | | | | | |
| 3,817 | (m) 1,981 | .025 | .018 | (I) (AP) (J) (154) | Union Pub. Co.<br>W. F. Prisk, Pres. | E. G. Kinyon | Robert Ingram | M. Henry Argall | M. Henry Argall | John Truscott |
| | Sunday edition | | | | | | | | | |
| | (S) 1,981 | .025 | .018 | | | | | | | |
| GRIDLEY | Globe | | | | | | | | | |
| 1,941 | (e) 331 | .011 | .... | (D) (J) (none) | Don B. Robb | Don B. Robb | | Don B. Robb | | Chas. Texcher (j) |
| HANFORD | Journal | | | | | | | | | |
| 7,028 | (m) 1,574 | .025 | .025 | (I) (AP) (†) (J) (47) | Tyler & Humphrey | F. T. Humphrey | Frank Bear | W. E. Tyler<br>G. B. Marmaduke (cm) | W. E. Tyler | E.G.Kirkpatrick(j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,574 | .025 | .025 | | | | | | | |
| | Sentinel | | | | | | | | | |
| | (e) 1,184 | .025 | .025 | (R) (UP) (J) (102) | J. E. Richmond | J. E. Richmond | Geo. Waite<br>E. S. Richmond (sp). | J. E. Richmond<br>J. Y. Kerr (cm) | F. E. Newton<br>J. E. Richmond (n) | M. D. Fuller |
| HAYWARD | Review | | | | | | | | | |
| 5,425 | (e) 2,231 | .03 | .029 | (I-R) (UP) (J) (102) | Review Pub. Co. | John J. Hooper | | K. K. Hooper (bm) | | |
| HEALDSBURG | Tribune | | | | | | | | | |
| 2,296 | (e) 715 | .025 | .025 | (I) (UP) (†) (J) (102) | M. Earle Adams | M. Earle Adams | W. W. Casselberry | L. A. Thatcher (cm) | L. A. Thatcher | |
| HOLLISTER | Free Lance | | | | | | | | | |
| 3,757 | (e) 1,555 | .025 | .025 | (R) (UP) (J) (102) | Millard F. Hoyle | Millard F. Hoyle | Thos. K. Evans | Millard F. Hoyle<br>John H. Hurley (cm). | Millard F. Hoyle<br>Kathleen Patterson (cl) | Peter Borovich<br>M. C. Arthur (j) |
| | Advance | | | | | | | | | |
| | (m) (New daily) | .... | .... | | Walter Keene | | | Walter Keene | | |
| HOLLYWOOD | Citizen-News | | | | | | | | | |
| 153,294 | (e) **25,370** | .12 | .10 | (I) (AP, UP) (†) (J) (36-47) | Citizen-News Co.<br>H. G. Palmer, Pres. & Pub. | Harlan G. Palmer<br>Harold E. Swisher | Harold Hubbard<br>Claude Newman (sp). | Harlan G. Palmer<br>Harold Searles (bm).<br>Clarence Rippetto (cm) | T. Harwood Young<br>W. O. Mincher (n) | Harold Winn<br>Horace Turner (j) |
| HUNTINGTON PARK—Signal | | | | | | | | | | |
| 24,591 | (e) **4,462** | .05 | .04 | (I) (UP) (J) (47) | Signal Pub. Corp.<br>E. M. Boddy, Pres.<br>S. F. O'Donnell, Pub. | Stephen F. O'Donnell. | H. O. Maas<br>Bob Hebert (sp) | S. F. O'Donnell<br>A. G. Pollock (bm)<br>G. F. Karnopp (cm) | Max Brunstein<br>H. E. Johnson (n)<br>C. S. Millius (cl) | W. Aspenleiter<br>W. M. Miller (j) |
| INGLEWOOD | News | | | | | | | | | |
| 19,480 | (e) 4,210 | .04 | .03 | (I) (UP) (J) (47) | H. H. & Mabel Shaw. | Hubert H. Shaw<br>Leroy Rosenberg | Leroy Rosenberg | Hubert H. Shaw<br>J. M. Conrad (cm) | Robert Griffin<br>Mrs. Jas. Osborne (cl) | Conrad Schnuerk<br>H. H. Shaw (j) |
| LODI | News | | | | | | | | | |
| 6,788 | (m) 1,230 | .03 | .... | (I-D) (UP) (47) | Clyde C. Church | Jos. R. Thompson | | C. C. Church<br>W. Kraemer (cm) | D. B. Rinfret<br>C. C. Church (n) | E. J. Futrell |
| LONG BEACH | Press-Telegram | | | | | | | | | |
| 142,032 | (e) **41,842x** | .... | .... | (R) (UP, AP) (†) (J) (154) | Press-Telegram Pub. Co. | W. F. Prisk (e)<br>Frank M. Selover (me-e)<br>Walter Case (m)<br>W. H. Kingsley (me-m) | Frank P. Goss (e)<br>Frank P. Blair (sp-e).<br>Homer K. Johnston (Su) | Chas. W. Paddock (bm-e)<br>M. W. Heaton (bm-m)<br>Wm. Snell (cm) | G. L. Burt (local)<br>W. L. Maplethorpe (n)<br>Gene Douglas (cl) | J. M. Hammond<br>T. V. Wood (j) |
| | Sun | | | | | | | | | |
| | (m) **12,975x** | .... | .... | (I-R) (UP) (J) (154) | W. F. Prisk, Pres. | | | | | |
| | Combined Daily | | | | | | | | | |
| | (me) **54,815x** | .19 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) **50,248x** | .14 | .... | | | | | | | |
| LOS ANGELES | Examiner | | | | | | | | | |
| 1,238,048 | (m) **181,231** | .44 | .345 | (I) (AP, US, INS) (mer) (†) (E) (16) | G. G. Young, Pres. & Pub. | R. T. Van Ettisch | Warden Woolard<br>Mark Kelly (sp)<br>R. C. Cornell (Su) | G. G. Young<br>B. P. Guild (bm)<br>A. G. Williams (cm) | S. P. Bartlett<br>Geo. Brumback (cl) | R. V. Edwards |
| | Sunday edition | | | | | | | | | |
| | (S) **417,434** | .77 | .535 | | | | | | | |
| | Herald & Express | | | | | | | | | |
| | (e) **263,573** | .60 | .33 | (I) (INS, AP, UP) (mer) (†) (J) (E) (15) | Herald Pub. Co.<br>Frank F. Barham, Pres. & Pub. | F. F. Barham<br>J. B. Campbell | Wm. Levings | Sidziff (sp)<br>D. G. Keeler (bm)<br>Wm Harrison (cm) | Arthur Holliday<br>Eugene O. Mens (n).<br>K. O. Tinkham (cl) | L. Richardson<br>H. A. Vieux (j) |
| | Illustrated News | | | | | | | | | |
| | (m) **73,715** | .18 | .14 | (I) (UP) (E) (123) | Stockholders Pub. Co., Inc. Manchester Boddy, Pres. | Manchester Boddy<br>Hal Rorke | Matt Weinstock<br>R. A. Cronin (sp) | R. L. Smith (bm)<br>Wm. A. Robare (cm). | Wm. R. Powell<br>R. L. Smith (n)<br>Pitt Walker (cl) | Art Stanley |
| | Journal | | | | | | | | | |
| | (m) 1,810 | .07 | .07 | (I) (UP) (none) | Daily Journal Co.<br>D. W. Wilson, Pres. | D. W. Wilson | | Wm. W. Roe (bm) | C. P. Donnell | |
| | Post-Record | | | | | | | | | |
| | (e) **40,803** | .12 | .... | (I) (UP) (mer) (E) (56) | Post-Record Pub. Co.<br>Zack J. Farmer, Pres.<br>L. Sanders & Z. J. Farmer, Pubs. | LeRoy Sanders | Lester Adams<br>Relman Morin (sp) | R. J. Meinburg (bm).<br>Wm. M. Geddes (cm) | Elliott Hensel<br>H. S. Lester (n)<br>F. W. Martin (cl) | Elmer Cobb |
| | Times | | | | | | | | | |
| | (m) **169,855** | .37 | .... | (R) (AP, UP) (†S) (mer) (†) (J) (E) (154) | Times-Mirror Co.<br>Harry Chandler, Pres. | Harry Chandler<br>R. W. Trueblood | L. D. Hotchkiss<br>Wm. M. Henry (sp)<br>Wm. Holden (Su) | Harry Chandler<br>Jacob Baum (bm)<br>A. L. Parker (cm) | Irving R. Smith<br>Emile Hartford (n)<br>W. R. Penney (cl) | Fred Fuller<br>S. W. Crabill (j) |
| | Sunday edition | | | | | | | | | |
| | (S) **248,589** | .50 | .... | | | | | | | |
| MADERA | Tribune & Mercury | | | | | | | | | |
| 4,685 | (e) 1,155 | .025 | .021 | (I) (UP) (J) (102) | Clark & Clark | H. A. Clark<br>G. A. Clark. | H. A. Clark | Geo. A. Clark | Geo. A. Clark | Geo. A. Clark |
| MARTINEZ | Contra Costa Gazette | | | | | | | | | |
| 6,850 | (e) 3,159 | .04 | .... | (R) (UP) (J) (102) | Gazette Pub. Co., Ltd.<br>W. R. Sharkey, Pres. | Cyril L. Cairns | Ernest Marchi (sp) | Will R. Sharkey<br>H. D. Lyford (bm)<br>J. O. McDonnell (cm) | J. O. McDonnell | H. D. Lyford |
| | Herald | | | | | | | | | |
| | (m) 1,409 | .03 | .... | (D) (UP) (J) (28-153) | B. E. Stotts | B. E. Stotts | A. M. Richards, Jr. | Victor P. Reich<br>R.E.Whittemore(cm) | Victor P. Reich | R. J. McCormick (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,409 | .03 | .... | | | | | | | |
| MARYSVILLE | Appeal-Democrat | | | | | | | | | |
| 5,763 | (e) 5,737 | .045 | .... | (I) (UP) (102) | Marysville-Yuba City Pubs., Inc.<br>H. E. Thomas and S. J. Pickens, Pubs.<br>H. E. Thomas, Pres. | H. E. Thomas | Eddie Burt (sp) | S. J. Pickens (bm)<br>L. B. Nordyke (cm) | C. S. Richardson<br>S. J. Pickens (n) | T. J. Ryan |
| MERCED | Sun-Star | | | | | | | | | |
| 7,066 | (e) 4,222 | .04 | .04 | (I) (UP) (J) (102) | Star Pub. Co.<br>R. McClung, Pres.<br>R. H. P. McClung, Pubs. | Ray McClung<br>Hugh McClung | P. Dickinson<br>J. Schmidt (sp) | Hugh McClung (bm).<br>Jane Kessel (cm) | W. S. Grant | H. Carlisle |

(*Continued on page* 16)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## CALIFORNIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MODESTO<br>13,842 | Bee<br>(m) **1,975**<br>Bee<br>(e) **8,061**<br>Combined daily<br>(me) **10,036**<br>Sunday edition<br>(S) **1,983**<br>Evening & Sunday<br>(ES) ..... | ....<br>....<br>....<br>.07<br>....<br>.07 | ....<br>....<br>....<br>....<br>....<br>.... | (I) (AP, UP, INS, US, PCN) (†) (114) | The Modesto Bee.... G. C. Hamilton, Pres. | C. K. McClatchy.... J. E. Langdon (ed.dir) Frederick Moore (me) | Max Foster..... James Roach (sp).... | F. C. Willey (bm)... J. N. Stone (cm) | Wm. B. O'Shea..... | M. Schoenfelder |
| MONROVIA<br>10,890 | News-Post<br>(e) **1,438** | .035 | .... | (I)(AP,UP)(J)(102) | News-Post Co..... P. M. Knox. Pres. | Elwood Irwin..... | ..... | P. M. Knox..... H.K.Edwards,Jr.(cm) | Walter W. Marto.... Biehl Fay (cl) | V. G. Manning |
| MONTEREY<br>9,141 | Peninsula Herald<br>(e) 3,738 | .035 | .035 | (I) (AP, UP) (†) (J) (102) | Peninsula Herald Co. Allen Griffen, Pub. | Allen Griffen..... Wm. O'Donnell..... | M. O. Londahl..... Wm. Gleeson (sp).... | Allen Griffen..... H. V. Walters (bm).. H. Mumford (cm)... | Howard V. Walters.. E. Ingels (n) Francis Ward (cl) | A. H. Clickard |
| NAPA<br>6,437 | Journal<br>(m) 1,963<br>Sunday edition<br>(S) 1,963<br>Register<br>(e) 2,890 | .025<br>.025<br>.03 | ....<br>....<br>.025 | (D) (UP) (J) (102). (R) (UP) (47)..... | Muller & King..... L. B. King, Pres. Francis & Banjamin. | Lyman B. King..... Geo. H. Francis..... | ..... Theodore Marois.... Geo. Alger (sp)..... | Elwin A. Muller..... Geo. H. Francis..... Doris Koethen (cm) | Don H. Stevens..... H. V. Koethen..... | ..... H. V. Koethen |
| OAKLAND<br>284,063<br>432,898 (ABC City) | Post-Enquirer<br>(e) **53,072**<br>Tribune<br>(e) **72,080**<br>Sunday edition<br>(S) **72,287** | .18<br>.21<br>.21 | .14<br>.18<br>.18 | (I) (INS) (mer) (†) (E) (15)<br>(R) (AP, UP) (†) (J) (E) (154) | Post-Enquirer Pub.Co. R. A. Carrington, Jr., Pres.<br>Tribune Pub. Co..... J. R. Knowland, Pres. & Pub. | Carl Hoffman..... Howard Krueger.....<br>J. R. Knowland..... L. S. Levy..... | Homer Thomas..... Al Santoro (sp).....<br>Stanley Norton..... Ralph Bell (sp)..... Roy Sharpe (Su)..... | R. A. Carrington, Jr. Victor Lattanner(cm)<br>B. A. Forsterer (bm). W. F. D. Brown(cm) | Emil A. Nusbaum... E. C. Kelly (n) Jack Maher (cl)<br>R. G. Breeze..... Cliff Irish (n)..... M.J.A.McDonald(cl) | R. L. Ratekin<br>J. R. Knowland,Jr. (acting) C. B. Hill (j) |
| OCEANSIDE<br>3,508 | Blade-Tribune<br>(e) 1,314 | .025 | .018 | (I) (J) (47)..... | Harold & Paul Beck. | Harold N. Beck..... | Walter Hillam..... | Paul R. Beck..... | Paul R. Beck..... | S. Langford |
| ONTARIO<br>13,768 | Report<br>(e) 3,937 | .04 | .04 | (I) (UP) (J) (102).. | F. B. Appleby..... | F. B. Appleby..... | R. F. Graettinger.... | H. F. Matthews..... L. L. Sturges (cm)... | J. A. Downing..... H. F. Matthews (n).. Anne Thomas (cl) | Walter Axley V. R. Hughes (j) |
| ORANGE<br>8,062 | News<br>(e) 2,710 | .03 | .03 | (R) (UP) (102)..... | W. O. Hart & J. F. Craemer..... | W. O. Hart..... J. F. Craemer..... | R. S. Arguello..... Stan Wilson (sp)..... | J. F. Craemer..... Wm. L. McKay (cm) | O. G. Franke..... | C. J. A. Maibach |
| OROVILLE<br>3,702 | Mercury-Register<br>(e) 1,916 | .03 | .03 | (I) (UP) (102)..... | Oroville Mercury, Ltd. D. L. Beebe, Pres. | Dan L. Beebe..... Geo. Wangelin..... | Wallace Kunkel..... | Dan L. Beebe..... Ed Ames (cm)..... | J. B. Hobson..... Irvin Larene (n) | Phil Hefner |
| OXNARD<br>6,285 | Courier<br>(e) 1,940 | .025 | .025 | (I-R) (INS) (†) (J) (102) | J. J. Krouser & Sons. J. J. Krouser, Pres. | J. J. Krouser..... Wenley B. Krouser.. | M. Bannister (sp).... | ..... | W. B. Krouser..... C. Stahl (n)..... | Claude Moon H. Matthews (j) |
| PALO ALTO<br>13,652 | Times<br>(e) 3,747 | .045 | .... | (I) (AP) (†) (102)... | Peninsula Newspapers, Inc. Geo. F. Morrell, Pres. | Dallas E. Wood..... | R. D. Leavitt (sp)... | Dean J. Coovert(cm) | J. Paul Moore..... | J. G. Mathison |
| PASADENA<br>76,086 | Star-News<br>(e) 22,487<br>Post<br>(m) **21,634**<br>Combined daily<br>(me) **44,121**<br>Sunday edition<br>(S) **21,642** | .13<br>.13<br>.19<br>.13 | ....<br>....<br>.14<br>.... | (I-R) (AP, UP, CP, INS) (†) (J) (E) (154) | Star-News Pub. Co.. C. H. Prisk, Pub. | Chas. H. Prisk..... | C. F. Shoop..... R. O. Foote (sp)..... W. L. Blair (Su)..... | Chas. H. Prisk..... E. T. Hamrick (cm). | G. R. Fugate..... P. C. Pryor (n)..... H. A. Miller (cl) | J. T. Jenkins W. C. Peck (j) |
| PETALUMA<br>8,238 | Argus-Courier<br>(me) 3,400 | .04 | .022 | (R) (UP) (102)..... | Olmsted Co., Inc.... J. A. Olmsted, Pres. | J. Emmett Olmsted.. | A. S. Newburgh..... E. T. Omsted (sp)... | John A. Olmsted..... D. A. McLean (cm) | A. J. Hall..... | S. C. Olmsted |
| PITTSBURG<br>9,610 | Independent<br>(e) 1,631<br>Post-Dispatch<br>(e) 1,521 | .03<br>.03 | ....<br>.03 | (D) (INS) (J) (47).. (I) (INS) (J) (102). | H. A. McBride..... Post-Dispatch, Ltd.. Louis Meyer, Pres. | H. A. McBride..... Fred J. Walker..... | ..... ..... | ..... B. J. Abraham (VP). | L. A. Thatcher..... ..... | ..... ..... |
| PLACERVILLE<br>2,322 | Republican<br>(e) 872 | .025 | .... | (I-R)(UP)(J)(54-153) | El Dorado Pub. Co. | H. B. Thomas..... | ..... | H. B. Thomas..... | ..... | ..... |
| POMONA<br>20,804 | Progress-Bulletin<br>(e) **6,552** | .045 | .... | (I-R) (UP) (J) (102) | Progress-Bulletin Pub. Co. W. E. Stevens, Pres. | A. T. Richardson.... | Theodore Johnson.... | W. E. Stevens..... | Jas. K. Piersol..... | W. J. Averell |
| PORTERVILLE<br>5,303 | Recorder<br>(e) 1,861 | .03 | .025 | (I) (UP) (J) (none).. | Homer W. Wood.... | Homer W. Wood.... Roy Garner..... | Lester C. Skidmore... ..... | Fred Montrose (cm). ..... | Roy Garner..... H. W. Wood (n) | F. C. Smith |
| RED BLUFF<br>3,517 | News & Times-Sentinel<br>(e) 1,700 | .025 | .... | (D) (UP) (102)..... | J. G. Miller..... | J. G. Miller..... | ..... | R. H. Boding (bm).. | R. H. Boding..... | Samuel Hall |
| REDDINGS<br>4,188 | Courier-Free Press<br>(e) 1,640<br>Searchlight<br>(m) 1,905<br>Combined Daily<br>(me) 3,545<br>Sunday edition<br>(S) 1,905 | .03<br>.03<br>.05<br>.03 | ....<br>....<br>....<br>.... | (R) (UP) (J) (47)...<br>(I) (AP) (J) (47)... | Walter H. Fink.....<br>Walter H. Fink..... | .....<br>..... | Ferdina Reinholt....<br>Murray Hannon..... (news) | .....<br>..... | .....<br>..... | .....<br>..... |
| REDLANDS<br>14,177 | Facts<br>(e) 2,703 | .035 | .035 | (R) (UP) (†) (47).. | Paul W. Moore..... | Paul W. Moore..... | F. K. Arthur..... C. E. Arthur (sp).... | Paul W. Moore..... L. O. Hammond (cm) | Paul W. Moore..... | H. A. Hargraves |
| REDONDO BEACH<br>9,347 | South Bay Breeze<br>(e) **2,084** | .035 | .036 | (I) (AP) (J) (102).. | Breeze Pub. Co..... J. J. Berry, Pres. | E. J. Doyle..... | ..... | John J. Berry..... Floyd Martin (cm).. | James Adams..... | Wm. H. Moore M. H. Hussey (j) |
| REDWOOD CITY<br>8,962 | Tribune-Standard<br>(e) 2,635 | .04 | .... | (I) (UP, AP) (†) (47) | Peninsula Newspapers, Inc. Geo. F. Morell, Pres. | Carroll D. Hall..... | Wm. Vielhauer..... Elbert Thomas (sp).. | Sam H. Winklebleck. Ervin Hyldahl (cm). | Geo. A. McQueen... Vera Clements (cl) | Earl Hinrichs |
| RICHMOND<br>20,093 | Independent<br>(e) 4,224<br>Record-Herald<br>(m) 3,305<br>Sunday edition<br>(S) 3,305 | .04<br>.035<br>.035 | .035<br>....<br>.... | (I-R) (UP) (†) (J) (102)<br>(R) (UP) (J) (153).. | Independent Pub. Co. J. F. Galvin, Pres. & Pub.<br>Grover E. Milnes.... | R. S. Crose.....<br>Grover E. Milnes.... | Russel F. Whiting... Don Robinson (sp).. | J. F. Galvin..... F. S. Newsom (bm).. Mrs. L. K. Heady (cm) | John Galvin, Jr..... F. S. Newsom (n)... Mrs. H. Williams (cl) | W. E. Werner H.C.Brombacher(j) |
| RIVERSIDE<br>29,696 | Enterprise<br>(m) 3,290<br>Sunday edition<br>(S) 3,290<br>Press<br>(e) **6,877**<br>Combined Daily<br>(me) 10,167 | ....<br>.07<br>....<br>.07 | ....<br>....<br>....<br>.... | (R) (AP, UP) (J) (102) | Riverside Daily Press, Inc. H.W.Hammond, Pres. | A. A. Piddington.... | L. A. Hartman..... W. Fogelman (sp)... | H. W. Hammond.... John L. Wagner (cm) | M. M. Gaston (n)... C. A. Parkin (cl).... | W. S. Ward L. A. Copeland (j) |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## CALIFORNIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| SACRAMENTO... 93,750 | Bee (e) **49,975** | .14 | .105 | (I) (AP, UP, US, INS) (†) (J) (E) (114) | Jas. McClatchy Pub. Co. C.K.McClatchy,Pres. C. C. Hamilton, V.-P. | Chas. K. McClatchy. J. Earl Langdon (edl. dir.) Walter Jones (newsed) | Sam Leedom..... Rudy Hickey (sp)... | G. C. Hamilton (bus. dir.) H. P. Walls (bm).... V. P. Willitt | Kip Cothrin (local).. H. G. Blinkhorn (n). L. W. Averill (cl) | ..... |
| | Union (m) **10,065** | .07 | .063 | (I) (AP) (†) (102).. | Sacramento Pub. Co., Ltd. Wm. H. Dodge, Pres. | Chas. J. Lilley..... Chas. Crawford..... | Myron Depew..... Steve George (sp)... Myrtle Lord (Su).... | Chas. J. Lilley..... C. E. Borom (bm)... Wm. Loftus, Jr. (cm) | C. E. Borom..... Howard Bullock (n). J. T. Sebastian, Jr.(cl) | C. O. Scoville |
| | Sunday edition (S) **12,068** | .08 | .066 | | | | | | | |
| SALINAS..... 10,263 | Index-Journal (e) 4,328 | .035 | .04 | (R) (UP) (†) (102).. | E. L. Sherman..... | E. L. Sherman..... N. Valjean..... | Jack Omera..... A. Stewart (sp)..... | E. L. Sherman..... H. Miller (cm)..... | Al. Steinman..... L. Vera (cl) | C. Carley |
| | Post (m) 3,971 | .03 | .02 | (I) (US) (†) (54-153) | Post Pub. Co., Ltd... Frank Cornell, Pres. O.E.Van Austen, Pub. | Paul Barker..... | Harve Buntin..... Chas. Smith (sp).... | O. E. Van Austen... Henry Schroeder (cm) | Thos. Cave Wilson.. S. Del Vecchio (cl) | A. B. Cupp |
| | Sunday edition (S) 3,971 | .03 | .02 | | | | | | | |
| SAN BERNARDINO 37,481 | Sun (m) **10,017** | .... | .... | (R) (UP) AP) (J) (E) (102) | Sun. Co. of San Bernardino | R. C. Harbison (m).. A. J. Brown (e)..... J. A. Guthrie (me)... | Earl E. Buie..... Sid Olin (sp-m)..... Robt. Walton (sp-e). L. Burr Belden (Su). | Harry S. Webster (bm) M. R. Standish (asst bm) O. F. Thayer (cm) | H. P. Graham..... W. O. Boyd (cl)..... | L. L. McFall E. Deo Paul (j) |
| | Telegram (e) **2,578** | .... | .... | | | | | | | |
| | Combined daily (me) **12,595** | .075 | .075 | | | | | | | |
| | Sunday edition (S) **10,294** | .... | .... | | | | | | | |
| | Evening & Sunday (ES) ..... | .075 | .075 | | | | | | | |
| SAN DIEGO..... 147,955 | Sun (e) **17,410x** | .07 | .05 | (I) (UP) (131)..... | Scripps-Howard Newspapers | Alan C. Bartlett..... Don C. Wiley..... | Frank Purcell..... Joe Grossman (sp)... | V. E. Caughell..... J. E. Lovau (cm).... | Earl R. Culp..... J. W. Bratten (n) Kenneth Delaney (cl) | L. Fenstermaker |
| | Transcript (e) 504 | .032 | .... | (none)..... | Frank Grandier..... | L. L. Grandier..... | ..... | ..... | ..... | ..... |
| | Tribune (e) **27,178x** | .... | .... | (R) (AP, INS) (†) (E) (102) | Union-Tribune Pub. Co. Wm. R. Wheeler, Pres. Arthur K. Whyte, Pub. | F. B. Goodman (e).. C. A. McGrew (m).. | Arthur Hunt (e)..... Lon J. Smith (m).... Tom Akers (sp-e).... Ted Steinman (sp-m) E. Robert Anderson (Su) | Arthur K. Whyte.... Wm. V. O'Farrell, (cm) | M. A. Penter..... John Mulkey (n) Kenneth Flood (cl) | ..... |
| | Union (m) **25,529x** | .... | .... | | | | | | | |
| | Combined daily (me) **52,707x** | .14 | .114 | | | | | | | |
| | Sunday edition (S) **37,803x** | .14 | .114 | (R) (AP, US) (†) (E) (102) | | | | | | |
| | Sat. Evg. & Sunday (ES) ..... | .16 | .114 | | | | | | | |
| SAN FRANCISCO. 634.394 | Call-Bulletin (e) **116,574** | .28 | .22 | (I) (AP, INS) (mer) (†) (E) (15)..... | Call Pub. Co..... Fremont Older, Pres. Robt. P. Holliday, Pub. | Fremont Older..... Jos. A. Mulcahy..... | Edgar T. Gleeson.... T. E. (Pat) Frayne (sp) | Leo. Ihle (bm)..... Presley Mallory (cm). | R. L. Litchfield..... O. L. Barker (n).... B. M. Oviatt (cl) | ..... |
| | Chronicle (m) **94,809** | .25 | .... | (I-R) (AP, CT) (†S) (†) (E) (154) | Chronicle Pub. Co... Geo. T. Cameron, Pres. & Pub. W. H. B. Fowler, Asst. Pub. | Chester H. Rowell... W. D. Chandler..... | Lyn Fox-Harry B. Smith (sp)..... James Tufts (Su).... | W. H. B. Fowler..... Lewis E. Haas (bm). C. E. Gilroy (cm).... | Lewis E. Haas..... R. W. Madison (n) H. J. Harrison (cl) | Mark Wayman |
| | Sunday edition (S) **134,556** | .30 | .... | | | | | | | |
| | Examiner (m) **164,097** | .42 | .24 | (I) (US, INS, AP) (†) (mer) (J) (E) (16) | Examiner Ptg. Co... Geo. Hearst, Pres. & Pub. | C. S. Stanton..... | W. C. Wren..... Vernon Grieve (sp).. E. W. Clarke (Su)... | Clarence R. Lindner. Charles Mayer (bm). J. B. Casaday (cm) | Louis C. Boone..... C. A. Sternberger (cl) | C. J. McDermott A. J. Thomson (j) |
| | Sunday edition (S) **364,621** | .72 | .... | | | | | | | |
| | News (e) **80,834** | .22 | .18 | (I) (UP) (mer) (†) (J) (E) (131) | Daily News Co., Ltd. J.L.Cauthorn, Pres. | W. N. Burkhardt.... Frank A. Clarvoe.... | Morton Sontheimer.. Tom Laird (sp)..... | J. L. Cauthorn (bm). J.C.VanBenthem (cm) | A. J. Tormey..... N. S. Hellis (n) Austin Mortimore (cl) | C. A. Pitts |
| | Wall Street Journal (m) 2,825 | .20 | .... | (I) (UP) (147A).... | Dow Jones & Co., Ltd. K. C. Hogate, Pres. | H. C. Hendee..... | ..... | Robt. H. O'Hair (bm) K. G. Kramer (cm) | R. Gordon Murray.. | D. W. McAleese |
| SAN JOSE..... 57,651 | Mercury-Herald (m) **17,991** | .075 | .07 | (R) (AP) (†) (E) (102) | E. A. & J. O. Hayes, Pubs. J. O. Hayes, Pres. | W. E. Albee..... | W. E. Albee..... Joe Custer (sp)..... | F. L. Baker..... E. L. Simpkins (cm) | R. J. McMahon..... | ..... |
| | Sunday edition (S) **18,771** | .075 | .07 | | | | | | | |
| | News (e) **12,281** | .05 | .035 | (I) (AP, UP) (†) (J) (none) | G. Logan Payne..... | G. Logan Payne..... Jack Wright..... | Stanley Waldorf..... Buddy Leitch (sp)... | G. Logan Payne..... George H. Payne (bm) C. Robert Payne (cm) | Kenneth Stacy..... Geo. H. Payne (n) | J. E. Baker |
| SAN LUIS OBISPO 8,276 | Telegram (e) 4,040 | .... | .... | (I) (UP) (56)..... | E. C. Rodgers..... | S. E. Bradford (me).. | ..... | E. C. Rogers..... R. B. Newton (cm) | R. A. Shelton..... | G. Murphy |
| | Tribune (m) 527 | .... | .... | | | | | | | |
| | Combined Daily (me) 4,567 | .045 | .... | | | | | | | |
| | Sunday edition (S) 527 | .045 | .... | | | | | | | |
| SAN MATEO..... 13,444 | Times & News-Leader (e) 4,552 | .045 | .035 | (1) (UP) (MER) (J) (†) (102)..... | Amphlett Ptg. Co.... Bradford Melvin, Pres. | ..... ..... | J. P. McSorley..... R. Williams (sp).... | Earl McCallum..... T. H. Neveau (cm) | Don Murphy... | A. F. Davis |
| SAN PEDRO..... 35,918 | News-Pilot (e) **10,107** | .06 | .05 | (I) (AP, UP) (†) (J) (102) | San Pedro P. & P. Co. J. A. Waite, Pres. & Pub. | Wm. Bastedo..... | Bynner Martin..... Joe Goss (sp)..... | J. A. Waite..... A. L. Waite (bm).... Harry Pollak (cm) | M. R. Ashworth..... Della Bartlett (cl)... | Carl Johnson Geo. Truxler (j) |
| SAN RAFAEL..... 8,022 | Independent (e) 3,705 | .035 | .025 | (R) (UP) (mer) (J) (102) | Independent Pub. Co., Inc. Harry Lutgens, Pres. | C. W. Fessier..... | ..... | Harry Lutgens..... | J. R. Booth..... Mary Schieck (cl) | Gordon Dixon |
| SANTA ANA..... 30,336 | Register (e) **11,409** | .07 | .... | (I-R) (UP, INS) (36-47) | Register Pub. Co... | J. F. Burke..... Mary Burke King... | Eddie West (sp)..... ..... | Loyal K. King..... R. M. Conklin (cm).. | J. K. Evans..... L. K. King (cl) | W. R. Lawrence |
| SANTA BARBARA 33,613 | News (e) **8,318** | .... | .... | (I) (AP, UP) (†) (J) (47) | News-Press Pub. Co. T. M. Storke, Pres. | T. M. Storke (e)..... G. W. Lynn (me-e).. Paul Cowles (m)..... | Margaret Ellison (Su) ..... ..... | T. M. Storke..... B. D. Lane (bm)..... P. A. Storke II (cm) | E. A. Powell..... C. A. Storke II | ..... |
| | Press (m) **5,828** | .... | .... | (R) (AP) (†) (J) (47) | | | | | | |
| | Combined Daily (me) **14,146** | .085 | .10 | | | | | | | |
| | Sunday edition (S) **12,915** | .085 | .... | | | | | | | |
| SANTA CRUZ..... 14,395 | News (e) 3,104 | .03 | .03 | (I-R) (AP, UP) (102) | E. J. Devlin & H. R. Judah | E. J. Devlin..... | Leon Rowland..... Ben Black (sp)..... | H. R. Judah..... V. V. Way (cm)..... | Irving L. Smith..... H. R. Judah (n) | L. F. Kelly |
| | Sentinel (m) 3,220 | .03 | .... | (R) (AP, UP) (J) (47) | F. D. McPherson.... | Wm. E. Gould..... Fred McPherson, Jr. | I. D. Stanford..... Ernest Otto (Su)..... | F. D. McPherson.... Fred McPjerson, Jr. (bm) Robt. Breland (cm) | James Barrett..... Fred McPherson, Jr. (n) | Edwin Fields |
| | Sunday edition (S) 3,220 | .03 | .... | | | | | | | |
| SANTA MARIA... 7,135 | Times (e) 2,060 | .03 | .03 | (I) (UP) (J) (102).. | Ernest L. Peterson... | Ernest L. Peterson... J. B. Stephens..... | H. R. Reynolds..... ..... | E. L. Peterson..... J. H. Bowles (bm) N. L. Klink (cm) | Cyril Garratt..... | Valentine Lotti |
| SANTA MONICA. 37,190 | Outlook (e) **10,292** | .06 | .... | (I-R) (AP, UP) (†) (102) | Santa Monica Pub. Co. Samuel G. McClure, Pres. | Chas. S. Warren..... Carl F. White..... | Leslie Storrs..... Frank Finch (sp).... | J. D. Funk..... E. T. Linden (cm)... | H. C Boehme..... J. O. Holcomb (n) D. Craine (cl) | Stanley Wills |

(*Continued on page* 18)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## CALIFORNIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| SANTA PAULA... 7,452 | Chronicle (e) 2,005 | .025 | .025 | (I) (UP) (†) (J) (102) | Chronicle Pub. Co... Braden Finch, Pres. | Braden Finch..... | Fred Jenkins..... | H. Bostwick, Jr. (bm) Chas. Pusey (cm) | Harry Green..... | C. O. Main |
| SANTA ROSA..... 10,636 | Press-Democrat (m) 8,725 | .... | .... | (D) (AP, UP, INS) (†) (J) (47) | Press-Democrat Pub. Co. | E. L. Finley..... | J. I. Mayar (m)..... | C. R. Lehman..... | Paul M. Johnson.... | G. L. Kellogg |
| | Republican (e) 2,605 | .... | .... | (R) (AP, UP, INS) (†) (J) (47) | Republican Co..... E. L. Finley, Pres. | ..... | A. V. Napier (e)..... | McBride Smith (cm). | C. R. Lehman (n) | |
| | Combined Daily (me) 11,330 | .07 | .065 | | | | | | | |
| | Sunday edition (S) 8,725 | .... | .... | | | | | | | |
| | Evening & Sunday (ES) ..... | .07 | .065 | | | | | | | |
| SOUTH GATE.... 19,629 | Tribune (e) 2,330 | .035 | .03 | (I) (UP) (J) (102).. | Tribune-News Pub.Co. W.H.Gamble, Pres. | Lloyd Brownfield.... | L. Spencer..... Al. Stetzer (sp)..... | W. H. Gamble..... Chas. Ackerman (bm) L. F. Cadd (cm) | Chas. Ackerman..... W. H. Gamble (n) | B. B. Johnson |
| STOCKTON..... 47,951 | Independent (m) 3,035 | .... | .... | (I) (AP) (1I02)..... | ndependent Pub. Co. | Henry C. MacArthur. | David Young..... Joe Capurro (sp).... | Harry R. Butler..... A. E. Storm (bus. dir.) Vernon Hatch (cm) | A. E. Storm..... Leota Miller (cl) | J. R. Lucas |
| | Friday edition (m) 10,216 | .... | .... | | | | | | | |
| | Combined editions (m) 13,551 | .045 | .... | | | | | | | |
| | Sunday edition (S) 3,035 | .... | .... | | | | | | | |
| | Record (e) **18,745** | .08 | .... | (I) (AP, UP) (†) (154) | Irving Martin, Sr.... | Irving Martin, Sr.... Philip C. Beaton.... | Earle Edmiston..... John Peri (sp)..... | Irving Martin, Sr.... L. V. Peterson (bm). Lon Hildebrand (cm) | Ross Williams..... C. Diffenderfer (cl) | J. E. Malloy |
| TAFT..... 3,442 | Midway Driller (e) 3,445 | .03 | .... | (I) (AP) (mer) (J) (none) | Midway Driller Pub. Co. A. M. Keene, Pres. | A. M. Keene..... E. W. Callander..... | Walter Keene..... T. O'Brien (sp)..... | J. D. Peterson..... Ann Gaughan (cm).. | E. W. Callander..... A. M. Keene (n) | Robert Shamory |
| TULARE..... 6,207 | Advance-Register (e) 1,502 | .03 | .... | (I) (UP) (J) (102).. | Tulare Pub. Co..... | M. L. Whistler..... | ..... | M. L. Whistler..... M. E. Warren (cm) | ..... | W. H. Totten |
| | Times (m) 1,847 | .03 | .... | (I) (AP, UP) (J) (102) | Percy M. Whiteside.. | P. M. Whiteside..... | ..... | Percy M. Whiteside.. | E. J. Bodine..... | ..... |
| | Sunday edition (S) 1,847 | .03 | .... | | | | | | | |
| TURLOCK..... 4,276 | Journal (e) 3,029 | .035 | .035 | (I) (UP) (J) (102).. | W. Clifford McDowell | W. C. McDowell.... J. S. McDowell..... | J. S. McDowell..... Elmer Hansen (sp).. | W. C. McDowell(bm) Elsie Wymar (cm)... | Ernest Johnson..... W. C. McDowell (n). Helen Harding (cl) | Fred Smith Jack Parrot (j) |
| VALLEJO..... 14,476 | Chronicle (e) **3,525** | .... | .... | (D) (UP) (J) (102). | Times-Herald Pub. Co., Inc. L. E. Gibson, Pres. | Luther E. Gibson.... | ..... | Luther E. Gibson.... W. V. Barnes (bm) | ..... | ..... |
| | Times-Herald (m) **4,265** | .... | .... | | | | | | | |
| | Combined daily (me) **7,790** | .055 | .... | | | | | | | |
| | Sunday edition (S) **4,242** | .... | .... | | | | | | | |
| | Evening & Sunday (ES) ..... | .055 | .... | | | | | | | |
| | News (e) 1,292 | .018 | .... | (none)..... | George Roe..... | George Roe..... | ..... | Henry F. Stahl (bm). A. W. Herbert (cm) | ..... | Henry J. Elvin |
| VENTURA..... 11,603 | County Star (e) **4,826** | .045 | .04 | (I) (UP) (102)..... | Ventura Cty Star, Inc. Roy Pinkerton, Pres. | Roy Pinkerton..... Jack Ellwanger..... | Ned Thomas (sp).... ..... | Martin Jensen (bm).. Dwight Mitchell (cm) | Ralph Thompson.... | H. E. Robinson, Jr. |
| | Free Press (e) 3,983 | .045 | .... | (I-R) (AP) (J) (47). | Free Press Co., Ltd... H. O. Davis, Pres. | H. O. Davis..... Frank Rogers..... | Frank Rogers (sp)... ..... | E. B. Clancy (bm)... L. R. Devine (cm)... | Robert Burns..... Chas. Greene, Jr. (cl). | S. Grohse Ed Fisher (j) |
| VISALIA..... 7,263 | Times-Delta (e) **2,251** | .035 | .03 | (I) (UP) (J) (102).. | Visalia Pub. Co..... C. A. Whitmore, Pres. | C. A. Whitmore..... | Harry Godfrey..... Click Relander (sp).. | M. M. Maddox..... R. I. Embleton (cm).. | Arch Nichols..... M. M. Maddox (n).. | John H. Ward H. E. Simerly (j) |
| WATSONVILLE... 8,344 | Pajaronian (e) 2,217 | .... | .... | (I-R) (AP, UP, INS) (J) (102) | F. W. Atkinson..... | F. W. Atkinson..... | R. A. Wilson (e)..... Ed Slusser (m) | F. W. Atkinson..... | ..... | Jack Turner |
| | Register (m) 2,194 | .... | .... | | | | | | | |
| | Combined daily (me) 4,411 | .045 | .045 | | | | | | | |
| | Sunday edition (S) 2,194 | .045 | .045 | | | | | | | |
| WHITTIER..... 14,822 | News (e) 3,833 | .04 | .... | (I) (UP) (102)..... | Jno. F. D. Aue'..... | Rex B. Kennedy.... | ..... | Jno. F. D. Aue'..... J. C. Davis (cm) | W. M. Cathriner.... | ..... |
| WILLOWS..... 2,024 | Journal (e) 1,485 | .025 | .021 | (I-D) (UP) (J) (102) | E. M. Sehorn..... | E. M. Sehorn..... | C. J. Gleeson..... J. W. Sehorn (sp).... | C. O. McDowell (bm) J. T. Smith (cm) | C. O. McDonnell.... | R. W. Crawford |
| WILMINGTON... 15,000 | Journal (e) 5,402 | .03 | .... | (I) (J) (UP) (none).. | R. F. Bowers..... | M. Kimball..... | ..... | R. F. Bowers (bm).. E. Mitchell (cm) | H. Keller..... | G. E. Cantrell |
| | Press (e) 5,590 | .03 | .03 | (I) (UP) (mer) (†) (J) (102) | C. P. Roberts..... | C. P. Roberts..... | C. A. Roberts..... Alan Soule (sp)..... | C. W. Earl (cm)..... ..... | Geo. W. Cross..... G. Williams (cl) | P. G. Roberts |
| WOODLAND..... 5,542 | Democrat (e) **1,812** | .036 | .... | (I) (†) (J) (153).... | Ed. E. Leake Pub. Co. Paul R. Leake, Pres. | Paul R. Leake..... | Cliffton Frisbie..... Edward I. Leake (sp). | Paul R. Leake..... Ted Jacques (cm).... | Helen Gomes..... ..... | Harry Orser Jack Heyder (j) |
| | Mail of Woodland (m) 1,013 | .036 | .... | (R) (AP) (J) (102).. | Eugene C. Stowe.... | Eugene C. Stowe.... | ..... | Eugene C. Stowe.... | Walter M. Barrett... | E. B. Smith |
| | Sunday edition (S) 1,013 | .036 | .... | | | | | | | |

## COLORADO

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALAMOSA..... 5,107 | Courier (e) 2,021 | .03 | .023 | (I) (UP) (J) (41)... | A. W. Quin & John L. Dier, Pubs. Alamosa Courier, Inc. A. W. Quin, Pres. | A. W. Quin & John L. Dier | Robert Berkov..... | Glen Cant (cm)..... | John L. Dier..... | ..... |
| BOULDER..... 11,233 | Camera (e) **2,726** | .04 | .... | (I) (AP) (J) (119).. | Boulder Pub. Co.... L. C. Paddock, Pres. | L. C. Paddock..... A. A. Paddock (me).. | A. A. Paddock..... Lu P. Monroe (sp)... | L. C. Paddock..... Lu P. Monroe (cm).. | Geo. B. Morgan..... A. M. Piper (n) | W. P. Guild |
| CANON CITY.... 5,938 | Record (e) 1,961 | .025 | .025 | (R) (UP) (J) (none) | Guy U. Hardy..... | Guy U. Hardy..... J. Leo Sterling..... | Lucile Norton..... W. T. Little, Jr..... | J. Leo Sterling..... J. H. Putney (cm)... | Raymond Thompson. J. Leo Sterling (n).. Marion Hardy (cl) | W. A. Johnson |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## COLORADO (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| COLORADO SPRINGS Gazette<br>33,237 | (m) **4,656**<br>Telegraph<br>(e) **7,162**<br>Combined Daily<br>(me) **11,518**<br>Sunday edition<br>(S) **11,036** | ....<br>....<br>....<br>.08<br>.08 | ....<br>....<br>....<br>.07<br>.... | (I-R) (AP, UP) (74) | Gazette & Telegraph Co.<br>C. C. Hamlin, P-Pres. | C. C. Hamlin.....<br>T. E. Nowels (me)...<br>T. W. Ross (news-dir) | J. F. Lawson (ce-m).<br>G. B. Sampson (ce-m)<br>C. Stewart (sp-m)...<br>S. Dodge (sp-e)<br>T. W. Ross (Su) | T. E. Nowels.....<br>R. E. Mohler (cm)... | H. H. Garnett.....<br>Robt. Wardwell (n)..<br>A. M. Barr (cl) | F. R. Foster |
| CRIPPLE CREEK.<br>1,427 | Times-Record<br>(e) 783 | .018 | .... | (I) (143-3)..... | Times Co..... | ..... | ..... | ..... | ..... | ..... |
| DELTA.....<br>2,938 | Independent<br>(e) 1,068 | .026 | .... | (I-R) (UP) (J) (41). | C. E. Adams..... | A. E. Taylor..... | ..... | A. E. Taylor.....<br>J. M. Addington (cm) | ..... | K. Gray (j) |
| DENVER.....<br>287,861 | Post<br>(e) **137,744**<br>Sunday edition<br>(S) **40,657**<br>Rocky Mountain News<br>(m) **33,872**<br>Sunday edition<br>(S) **40,657** | .30<br>.50<br>.16<br>.16 | ....<br>....<br>.11<br>.... | (I) (AP, UP) (SHA) (E) (131)<br>(I) (AP, UP, INS, US, CT, NYT) (*Su) (E) (84) | Post Ptg. & Pub. Co.<br>W. C. Shepherd.....<br>Denver Pub. Co.....<br>Merritt F. Riblett, Pres. | Edward C. Day.....<br>.....<br>Chas. E. Lounsbury..<br>Jos. A. McMeel..... | J. B. Hale.....<br>C. L. Parsons (sp).<br>Karl L. Lee (Su)<br>Glenn T. Neville.....<br>Howard Beresford (sp)<br>Robt. L. Chase (Su).. | F. W. Bonfils (bm)..<br>Merritt F. Riblet (bm)<br>Robert W. Boyd (cm) | .....<br>Fred L. Livingston..<br>Con. Hecker (n)<br>Grosse Smith (cl) | .....<br>Lee Snyder |
| DURANGO.....<br>5,400 | Herald-Democrat<br>(e) 3,181 | .03 | .02 | (I) (AP) (J) (28-13) | Herald Pub. Co., Inc.<br>J. H. McDevitt, Pres. | J. H. McDevitt.....<br>Myron Bates..... | Myron Bates..... | Mrs. Doris M. Wilson<br>W. F. McDevitt (bm)<br>W. L. Sanders (cm).. | W. F. McDevitt.....<br>Mrs. LoVisa McKean (cl) | B. Wood |
| FLORENCE.....<br>2,475 | Citizen<br>(e) 1,250 | .025 | .025 | (I) (UP) (J) (none). | Florence Citizen, Inc.<br>Milton H. Booth, Pres. | Milton Booth..... | ..... | Milton Booth..... | ..... | L. Hubka |
| FORT COLLINS..<br>11,489 | Express-Courier<br>(e) **3,842**<br>Sunday edition<br>(S) **3,879** | .04<br>.04 | .03<br>.... | (I-R) (AP) (mer) (62) | Ft. Collins Pub. Co.<br>Alfred G. Hill, P-Pres. | Alfred G. Hill.....<br>James R. Miller..... | Vic Cornelison.....<br>..... | Oscar B. Seyster (bm)<br>Lowell Peasley (cm). | Frank Coffel.....<br>Kathryn Fuller (cl) | T. Y. Hopgood |
| FORT MORGAN..<br>4,423 | Times<br>(e) 2,110 | .03 | .025 | (R) (AP) (J) (41)... | Times Pub. Co.....<br>R. B. Spencer | R. B. Spencer..... | Murlin B. Spencer...<br>Robt. W. Spencer (sp) | R. B. Spencer.....<br>Robt. W. Spencer (bm) | Robt. W. Spencer.... | P. P. Whipple |
| GLENWOOD SPRINGS<br>1,825 | Post<br>(e) ..... | .025 | .... | (41)..... | Roy M. Jackson..... | B.E.Jackson (asso-ed) | ..... | Roy M. Jackson (bm) | ..... | ..... |
| GRAND JUNCTION<br>10,247 | Sentinel<br>(e) **5,351**<br>Sunday edition<br>(S) **5,381** | .04<br>.04 | .036<br>.... | (D) (AP) (J) (62-144) | Sentinel Pub. & Ptg. Co.<br>Walter Walker, P-Pres. | Walter Walker.....<br>Peter Hamilton..... | Frank H. Reeds.....<br>Noland Norgaard (sp) | W. A. Williamson (ass. gm)<br>J. H. Dodson (cm) | Peter Hamilton..... | F. A. Hoisington |
| GREELEY.....<br>12,203 | Tribune<br>(m) **2,047**<br>Tribune<br>(e) **2,901**<br>Combined daily<br>(me) **4,948** | ....<br>....<br>.04 | ....<br>....<br>.03 | (I-R) (AP) (J) (62). | Tribune-Republican Pub. Co.<br>Chas. Hansen, P-Pres. | F. E. Merrill.....<br>Chas. Hansen..... | F. E. Merrill.....<br>Ray Kitts (sp)..... | Chas. Hansen.....<br>Jerome V. Bunker (bm)<br>Grace M. Wallace (cm) | Frank P. Matthews..<br>Donald V. Davis (cl) | I. L. Page |
| LA JUNTA.....<br>7,193 | Democrat<br>(e) 1,200 | .021 | .021 | (D) (UP) (J) (none) | Democrat Pub. Co...<br>James B. Pearce, Pres. | James B. Pearce..... | James A. Sevits..... | James B. Pearce..... | Chas. O. Echols..... | F. B. Johnson |
| LAMAR.....<br>4,233 | News<br>(me) 2,532 | .03 | .025 | (I-D) (UP) (J) (70). | Fred M. Betz..... | Fred M. Betz.....<br>Irene Bohl..... | Irene Bohl.....<br>Dudley Pultz (sp)... | Fred M. Betz.....<br>O. L. Shade (bm)....<br>J. M. Campbell (cm) | R. W. Dryden.....<br>Grace Speckmann (cl) | M. C. Stevens<br>T. R. Parr (j) |
| | Sparks<br>(m) 2,414<br>Sunday edition<br>(S) 2,414 | .03<br>.03 | .021<br>.... | (D) (AP) (†) (J) (28-153-106a) | Sparks Pub. Co.....<br>Charles Maxwell, Pub. | Louis A. Morgan....<br>Kenneth Welch..... | .....<br>..... | Louis A. Morgan....<br>Art Tarman (cm).... | V. A. Francis.....<br>Dorothy Johnson (cl). | C. B. Wiley<br>E. C. Lutker (j) |
| LEADVILLE.....<br>4,150 | Herald Democrat<br>(e) 2,841 | .... | .... | (I) (AP) (J) (70)... | Leadville Pub. & Ptg. Co.<br>H. C. Butler, Pres. | H. C. Butler..... | Helen Thielke..... | H. C. Butler..... | ..... | L. A. Shepherd<br>E. Larsh (j) |
| LONGMONT.....<br>6,029 | Times-Call<br>(e) 2,825 | .035 | .... | (I) (AP, UP) (J) (none) | Times-Call Pub. Co..<br>Ray Lanyon, Pres. | Ray Lanyon..... | Bernard Faller..... | Ray Lanyon.....<br>Elin Fredstrom (cm) | Ray Lanyon..... | Otis Moore |
| LOVELAND.....<br>5,506 | Reporter-Herald<br>(e) 1,871 | .025 | .025 | (I) (UP) (J) (41)... | R. J. Ball & R. L. Etter | R. J. Ball..... | Phillip Berg..... | R. J. Eettr, Jr.....<br>Robt. L. Etter (bm). | R. J. Etter.....<br>..... | R. W. Ball<br>H. Crawford (j) |
| MONTROSE.....<br>3,566 | Press<br>(e) 2,947 | .03 | .03 | (R) (UP) (J) (41)... | Press Ptg. Co.....<br>C. E. Adams, P-P. | C. E. Adams..... | W. F. Wilcox.....<br>J. M. Addington (sp). | C. E. Adams.....<br>J. M. Addington (cm) | J. M. Addington..... | E. L. Milner |
| PUEBLO.....<br>50,096 | Chieftain<br>(m) **6,415**<br>Star-Journal<br>(e) **11,087**<br>Combined daily<br>(me) **17,502**<br>Sunday edition<br>(S) **16,934** | ....<br>....<br>.09<br>.09 | ....<br>....<br>.09<br>.... | (I) (AP, UP) (mer) (†) (119) | Star Journal Pub. Co.<br>Frank S. Hoag, P-Pres. | Frank S. Hoag.....<br>..... | Howard Miller (ce-m)<br>Ralph Taylor (ce-e)..<br>Eddie Orazum (sp)..<br>Ralph Taylor (Su)<br>Howard Miller (Su) | F. S. Hoag, Jr. (b m)<br>D. F. Steele (cm)....<br>..... | Keith Chick.....<br>Morris Townsend (d)<br>Paul Benko (cl) | Chester Fields |
| STERLING.....<br>7,195 | Advocate<br>(e) 6,109 | .04 | .04 | (I) (AP) (†) (J) (109) | Advocate Pub. Co...<br>J. J. Woodring, Pres. | A. M. Biggerstaff....<br>J. J. Woodring..... | Edward Battles..... | J. J. Woodring.....<br>J. W. Woodring (cm) | Merritt Lewis.....<br>L. R. Pfleiderer (cl).. | C. E. Hayne<br>O. F. Pierson (j) |
| TRINIDAD.....<br>11,732 | Chronicle-News<br>(e) 3,820 | .04 | .03 | (I) (AP) (J) (143).. | R. E. McClung..... | F. E. Winsor..... | John O'Connor (sp).. | R. P. McClung (cm). | J. G. Wheeler..... | T. R. Barnett (j) |

## CONNECTICUT

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANSONIA.....<br>18,898 | Sentinel<br>(e) **6,754** | .05 | .04 | (I-R) (AP) (J) (74). | The Emerson Bros...<br>H. F. Emerson, Pres. | A. S. Jones..... | ..... | H. F. Emerson (bm). | L. L. DeSaulniers.... | ..... |
| BRIDGEPORT....<br>146,716 | Herald<br>(S) **47,826** | .20 | .07 | (I) (INS) (68)..... | Bridgeport Herald Corp.....<br>Leigh Danenberg, Pres. | Leigh Danenberg.... | Carlton Hill.....<br>Al G. Jackson (sp)... | W. G. Davis (bm)...<br>Henry Rosen (cm)... | A. J. Miller.....<br>S. L. Oswald (n) | H. Buckley |
| | Post<br>(e) **24,244**<br>Telegram<br>(m) **13,046**<br>Combined daily<br>(me) **37,290**<br>Sunday edition<br>(S) **20,439** | ....<br>....<br>.135<br>.08 | ....<br>....<br>.127<br>.... | (I) (AP) (mer) (†) (E) (56)..... | Post Pub Co.....<br>Edward Flicker, Pres. | Geo. C. Waldo.....<br>L. J. Reilly..... | .....<br>..... | Edward Flicker.....<br>T. A. D. Weaver (bm)<br>S. N. Rosofff (cm) | Donald Leonard.....<br>Col. L R Breen (n) | ..... |
| | Times-Star<br>(e) **31,371** | .09 | .065 | (I) (AP, UP) (109). | Times-Star Co.....<br>H. D. Bradley, Pres. | Jas. L. McGovern... | D. I. McNamara....<br>Jack O'Brien (sp)... | Henry D. Bradley...<br>Wm. H. Shelton (cm) | Wm. J. Montague...<br>F. P. Buckley (n)<br>A. H. Todd (cl) | Wm. Jephcote |
| BRISTOL.....<br>28,451 | Press<br>(e) 5,195 | .03 | .021 | (I) (AP) (J) (40)... | Press Pub. Co.....<br>A. S. Barnes, Pres. | Wallace H. Miller...<br>A. S. Barnes..... | Thos. A. Tracy.....<br>C. M. McCarthy (sp) | Arthur S. Barnes (bm)<br>Fred K. Swales (cm). | Fred. K. Swales.....<br>Mrs. H. C. Brunt (n) | E. Gordon Stocks |
| DANBURY.....<br>22,261 | News-Times<br>(e) 9,258 | .05 | .... | (I) (AP) (40)..... | F. B. Dalton..... | W. E. Bulkeley..... | ..... | Chas. F. Stevens (bm) | ..... | ..... |

(*Continued on page* 20)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## CONNECTICUT (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| GREENWICH | News & Graphic | | | | | | | | | |
| 33,119 | (e) 5,300 | .04 | .... | (I) (UP) (J) (37) | Greenwich Pub Co. Luke V. Lockwood, Pres. | John Rodenmeyer | Howard H. Smith<br>Geo. Slavin (sp) | M. Edward Haggerty<br>J. M. Kearns (cm) | ..... | J. Hindermark |
| HARTFORD | Courant | | | | | | | | | |
| 164,072 | (m) **36,307x** | .10 | .07 | (R) (AP) (*8) (†) | Henry H. Conland, Pres. & Pub. | Maurice S. Sherman | J. R. Reitemeyer | Henry H. Conland | Jos. W. Thurston | ..... |
| 221,940 (ABC City) | Sunday edition (S) **56,285x** | .15 | .10 | (56) | | Geo. B. Armstead | A. W. Keane (sp) | P. Fredk. Viets (cm) | Jos. Murray (cl) | |
| | Times (e) **56,591x** | .15 | .10 | (I-D) (AP, UP) (†) (92) | Hartford Times, Inc. Frank E. Gannett, Pres. John F. Rolfe, Pub. | C. C. Hemenway<br>Ward Duffy | A. I. Prince<br>A. B. McGinley (sp) | Francis S. Murphy (bm)<br>N. C. Johnson (cm) | F. S. Murphy<br>R. C. Wardner (n)<br>D. R. Daniel (local)<br>Paul Fitchner (cl) | B. Garrity |
| MANCHESTER | Herald | | | | | | | | | |
| 21,973 | (e) **4,629** | .035 | .035 | (R) (AP) (96) | Herald Ptg. Co., Inc. Thos. Ferguson, Pres. | Thos. Ferguson | R. H. Ferguson<br>Erik Modean (sp) | Thos. Ferguson<br>R. H. Ferguson (cm) | Leon A. Thorp | F. Hartenstein |
| MERIDEN | Journal | | | | | | | | | |
| 38,841 | (e) **6,124** | .035 | .035 | (I) (AP) (96) | Journal Pub. Co. F. E. Sands, Pres. | F. E. Sands<br>Walter Allen | James H. Moran<br>Samuel Cohen (sp) | C. H. Tryon (bm)<br>T. J. Maroney (cm) | S. H. Wendover<br>C. H. Tryon (n) | ..... |
| | Record (m) **7,876** | .035 | .... | (I) (AP) (56) | Republican Pub. Co. T. H. Warnock, Pres. E. E. Smith, Pub. | T. H. Warnock<br>Julia Lansing Hull | Hugh Lee<br>H. Kuschinski (sp) | Wayne C. Smith (bm)<br>Arthur E. Owen (cm) | Wayne C. Smith | ..... |
| MIDDLETOWN | Press | | | | | | | | | |
| 24,422 | (e) **8,564** | .035 | .... | (I) (UP) (96) | Press Pub. Co. Burr E. Stevens, Pres. | Elmer S. Hubbell | Fred N. Smith | Elmer S Hubbell(bm)<br>Wm. Cooper (cm) | Nelson E. Demers | Burr E. Stevens |
| NAUGATUCK | News | | | | | | | | | |
| 14,315 | (e) 5,203 | .035 | .... | (I) (UP) (J) (40) | Naugatuck News Co., Inc. C. L. Klein, Pres. | C. J. Baxter<br>Edward J. Ahern | John J. Daly<br>Kenneth Rapieff (sp) | E. J. Ahern (bm)<br>C. O. Fellows (cm) | J. F. Smith<br>Dorothy Woodfield (cl) | Geo. Kelly<br>John S. Barry (sp) |
| NEW BRITAIN | Herald | | | | | | | | | |
| 68,128 | (e) **13,587x** | .09 | .... | (I-D) (AP, UP) (105-4) | Herald Pub. Co. Mrs. R. J. Vance, Pres. | Johnstone Vance | A. McEvoy<br>G. P. Crean (sp) | R. C. Vance (bm)<br>E. A. Griswold (cm) | M. J. Smith<br>E. Glastetter (cl) | G. Lawson |
| NEW HAVEN | Journal-Courier | | | | | | | | | |
| 162,665 | (m) **17,295x** | .07 | .06 | (I) (AP) (†) (96) | Carrington Pub. Co. L. H. English, Pres. E. B. Harvey, Pub. | Chas. P. Ives, 2d<br>Arthur J. Sloane | Karl Dalquist<br>R. C. Wilson (sp) | Everett B. Harvey<br>F. R. Bruening (cm) | Michael H. Wren<br>John Yaeger (cl) | ..... |
| | Register (e) 60,243 | .15 | .... | (I) (AP, NANA) (96) | John Day Jackson | John Day Jackson<br>Roger Connolly | S. J. Carroll<br>D. F. Mulvey (sp)<br>F. H. Smith (Su) | W. H. Cullum (asst. pub.)<br>W. B. Mills (cm) | G. R. Gould, Adv.Dir.<br>R. H. Watts (n)<br>L. B. Robinson (cl) | W. F. Walsh |
| | Sunday edition (S) 60,243 | .15 | .... | | | | | | | |
| NEW LONDON | Day | | | | | | | | | |
| 29,640 | (e) **13,786x** | .05 | .05 | (I-R) (AP) (56) | Day Pub. Co. Theodore Bodenwein, Pres. & Pub. | Geo. E. Clapp (me) | Alfred Ligourie<br>John DeGange (sp) | Orvin G. Andrews<br>John H. Shea, Jr. (cm) | ..... | ..... |
| | Globe (m) 4,377 | .04 | .03 | (I) (UP) (†) (28) | New London Globe, Inc. Todd Barton, Pres. & Pub. | Herbert P. Plank | Edw. Elliott<br>Thos. J. Murpny (sp) | Todd Barton<br>Frank Miller (cm) | Rex L. Uden<br>John Edwards (cl) | Jay Baker |
| NORWALK | Hour | | | | | | | | | |
| 36,019 | (e) **7,169** | .045 | .045 | (1) (AP) (37) | Hour Pub. Co. C. Godwin Turner, Pub. | Sidney A. Bedient | David A. Morrissey<br>Willard Williams (sp) | C. Godwin Turner<br>C. E. Kellogg (bm)<br>A. Frohock (cm) | C. E. Kellogg<br>A. H. Backus (n)<br>R. E. Houghton (cl) | ..... |
| | So. Norwalk Sentinel (e) 6,447 | .035 | .035 | (I) (UP) (96) | Sentinel Pub. Co. W. P. Milligan, Pub. | W. P. Milligan<br>LeRoy Downs | Humphrey Doulens<br>Cecil Bridge (sp) | Arthur Nicholas (cm) | Elton Snell<br>M. Taylor (n)<br>H. Merritt (cl) | Rube Booth |
| NORWICH | Bulletin | | | | | | | | | |
| 23,021 | (m) 14,029 | .... | .... | (R) (AP) (none) | Bulletin Co. C. D. Noyes, Pres. W. H. Oat, Pub. | H. M. Briggs | Chas. F. Whitney<br>M. E. Standish (sp) | W. H. Oat<br>S. P. Coffey (cm) | C. C. Oat<br>W. H. Oat (n) | H. M. Booth |
| | Record (e) 4,629 | .... | .... | (I-D) (AP) (none) | | | | | | |
| | Combined daily (me) 18,658 | .07 | .07 | ..... | | | | | | |
| | Sunday edition (S) ..... | .... | .... | ..... | | | | | | |
| | Daily and Sunday (ES) ..... | .07 | .07 | ..... | | | | | | |
| STAMFORD | Advocate | | | | | | | | | |
| 43,346<br>56,765 (ABC City) | (e) **10,856** | .055 | .039 | (I) (AP) (J) (96) | Gillespie Bros., Inc. S. W. Gillespie, Pres. | R. H. Gillespie<br>Paul Lockwood | Martin Kane<br>T. C. Dodd (sp) | R. H. Gillespie<br>H. C. McKeon (cm) | E. W. Davis<br>F. E. Borg (cl) | S. W. Gillespie |
| TORRINGTON | Register | | | | | | | | | |
| 26,040 | (e) 6,017 | .035 | .025 | (I) (AP) (J) (96) | Torrington Ptg. Co. E. H. Hotchkiss, Pres. | Geo. W. Peterson<br>J. H. Thompson (Asst. Ed.) | John H. Thompson<br>W. Gisselbrecht (sp) | Geo. W. Peterson<br>J. W. Peterson (Asst. Mgr.) | James W. Peterson<br>Anna Bilodeau (n) | John H. Potter<br>Chas. Swenson (j) |
| WATERBURY | Democrat | | | | | | | | | |
| 99,902<br>104,736 (ABC City) | (e) **8,711** | .045 | .... | (I-D) (UP) (J) (96) | Waterbury Democrat Inc. E. V. Maloney, Pub. | E. Vincent Maloney | ..... | J. A. Hayden (bm)<br>P. B. Lynch (cm) | James Pronovost | ..... |
| | Republican (m) **12,488** | .... | .... | (I-R) (AP) (†) (E) (56) | American-Republican, Inc. Wm. J. Pape, Pub. | E. R. Stevenson<br>G. V. Carruth (me-m)<br>B. Getsinger (me-e) | R. Slator (m)<br>Wm. O'Donnell(sp-m)<br>R. Fanning (e)<br>J. C. Kelley (sp-e)<br>Wm. Vosburgh (Su) | J. H. Darcey<br>W. B. Pape (bm)<br>J. Rowett (cm) | R. M. Hennick<br>E. J. Frey (n)<br>Jas. Chew (cl) | Eric Pape |
| | American (e) **13,627** | .... | .... | | | | | | | |
| | Combined Daily (me) **26,115** | .09 | .09 | | | | | | | |
| | Sunday edition (S) **17,258** | .... | .... | | | | | | | |
| | Evening & Sunday (ES) ..... | .09 | .09 | | | | | | | |
| WILLIMANTIC | Chronicle | | | | | | | | | |
| 12,102 | (e) 3,250 | .025 | .018 | (I) (UP) (J) (96) | Chronicle Pub. Co. Mrs. H. B. Bullard, Pres. | John A. Keefer and R. W. Downer | R. W. Downer | H. N. Bullard | H. N. Bullard | John Pickett<br>Chas. Webster (j) |
| WINSTED | Citizen | | | | | | | | | |
| 7,883 | (e) 2,029 | .02 | .017 | (I) (INS) (J) (105-4) | Citizen Ptg. Co. D. L. Vaill, Pres. | T. A. Haggerty | T. A. Haggerty | Theodore Vaill | Theodore Vaill | J. van A. Duyser<br>W. Simmers (j) |

## DELAWARE

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| WILMINGTON | Delmarva Star | | | | | | | | | |
| 106,597 | (S) **9,188** | .10 | .06 | (I) (UP) (†) (J) (68) | Star Pub. Co. Jos. H. Martin, Pres. & Pub. | Joseph H. Martin | Chas. Hackett<br>A. R. Abrahams (sp) | Joseph H. Martin<br>J. H. Martin, Jr.(bm)<br>Ralph Davis (cm) | Jos. H. Martin, Jr.<br>Lillian O'Connor (cl) | Wm. Eliason |
| | Journal-Every Evening (e) **39,204** | .... | .... | (I) (AP) (140) | News-Journal Co. C. H. TenWeeges, Pres. | Geo. Carter (e)<br>A. O. H. Grier (asso.ed-e)<br>A. W. Cummins (m)<br>C. B. Hallam (me-e)<br>Charles E. Gray (me-m) | H. Samonisky (e)<br>Benj. Greenstein (sp-e)<br>Carl Wise (m)<br>John J. Brady (sp-m) | Wm. F. Metten, Dir.<br>C. J. Pyle, Dir.<br>W. Murray Metten (asst. mgr)<br>Ralph Sturman (cm) | A. L. Ingram (e)<br>W. Murray Metten (m)<br>B. T. Brown (cl) | R. M. Megginson |
| | Morning News (m) **10,066** | .... | .... | | | | | | | |
| | Combined Daily (me) **49,270** | .14 | .... | | | | | | | |

(*Continued on page 22*)

# 5 HEADACHES—

## WITH A MORAL

## FOR EVERY FOOD ADVERTISER

HERE are only five examples from hundreds of *known* cases that prove the case for testing. Are you sure that your advertising isn't included among the thousands of *unknown* cases?

CASE No. 1

AN ADVERTISER spent $2,041.60 on two different appeals in the New York market, before finding that one was 350% better than the other. Only $128 expended in a Hartford Times test would have shown him the winning appeal!

CASE No. 2

ANOTHER FOOD manufacturer spent $7,300 *apiece* on two advertising ideas—but one proved to be 77% better than the other. A preliminary $204 test in The Hartford Times would have exposed the "weak sister" appeal!

CASE No. 3

A FOOD DRINK manufacturer paid $23,000 in national space to learn that 61% more people are interested in *sleep* than in *nerves*. It would have cost him only $204 in The Hartford Times!

CASE No. 4

STILL another advertiser spent $6,040 in national magazines to find out that one of two appeals was 300% stronger in pulling power. He would have spent only $85.80 in a Hartford Times test!

CASE No. 5

AND still another manufacturer spent $700 on each of two advertising ideas. But one was 46% better than the other. A mere $21 spent in The Hartford Times would have enabled him to put 46% more pulling power in his second $700 advertisement!

If you want to know more about testing, as applied to your advertising, write to The Hartford Times. The Greater Hartford market of 220,000 people has been selected by leading advertisers as an ideal test market. And The Hartford Times, with 90% coverage of Greater Hartford, is the *one* medium needed to *test* or *cultivate* this $134,702,275 market! Let us send you facts, figures and details of our merchandising service.

●

**The Hartford Times**

HARTFORD, CONN.

*Established 1817*

**A GANNETT NEWSPAPER**

*Represented by J. P. McKinney & Son*

NEW YORK CHICAGO SAN FRANCISCO

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## DISTRICT OF COLUMBIA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| WASHINGTON... 486,869 521,886 (ABC City) | Herald (m) **94,250** Sunday edition (S) **147,115** | .15 .28 | .... .... | (I) (INS, UP) (†) (E) (16) | Washington Times Co. W. R. Hearst, Jr., Pres. Eleanor Patterson, Pub. | Eleanor Patterson... M. W. Flynn..... | Ray Helgesen..... B. C. Harter (sp).... G. W. Norton (Su).. | C. Dorsey Warfield.. W. C. Shelton (cm).. ..... | Walter J. Merrill.... A. R. R. Onyun (n) P. W. Perkinson (cl) | ..... |
| | News (e) **67,083** | .18 | .09 | (I) (UP) (†) (131).. | Scripps-Howard Newspapers, Inc. R. P. Scripps, Pres. | Lowell Mellett..... Ernest T. Pyle..... | Ralph Palmer..... R. Hollander (sp).... | N. P. Poynter (bm).. A. D. Wallace (cm).. | C. L. Nicholson..... J. E. Smith (cl) | Cyril Cox |
| | Post (m) **53,243** Sunday edition (S) **59,456** | .15 .15 | .... .... | (I) (AP, UP) (*S) (†) (97-115-12) | Post Pub. Co..... Eugene Meyer, Jr., Pres. & Pub. | Felix Morley..... Ralph E. Renaud.... | J. E. Irvin..... S. L. Povich (sp).... Frederic G. Pitts (Su) | Eugene MacLean.... Willard D. Miller (cm) ..... | J. F. Melia..... W. Abbey (n) E. L. Flynn (cl) | ..... |
| | Star (e) **112,324** Sunday edition (S) **120,702** | .25 .25 | .16 .16 | (I) (AP, NYHT, NANA) (*S) (†) (E) (27-86) | Evg. Star Newspaper Co. Frank B. Noyes, Pres. | Theodore W. Noyes.. Oliver O. Kuhn..... | Ben McKelway..... Denman Thompson (sp) C. E. Nelson (Su) | Fleming Newbold(bm) Galt Burns (cm).... | Leroy W. Herron..... N. E. Miller (cl) | Chas. H Ruth |
| | Times (e) **106,226** | .22 | .... | (I) (INS) (†) (E)(16) | Washington Times Co W. R. Hearst, Jr., Pres. Geo. P. Marshall, Pub. | J. J. Fitzpatrick (me) | D. O'Connell..... Kirk Miller (sp)..... | C. Dorsey Warfield.. W. C. Shelton (cm).. | D. N. Whiting..... A. R. R. Onyun (n) | ..... |

## FLORIDA

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BARTOW..... 5,269 | Polk County Record (e) 1,574 | .028 | .028 | (D) (AP )(J) (54)... | Mrs. J. G. Gallemore & R. T. Gallemore. | R. T. Gallemore..... | ..... | R. T. Gallemore..... C. Frazier (cm) | W. N. Space..... | F. A. Hammond |
| BRADENTON.... 5,986 | Herald (m) 3,022 Sunday edition (S) 3,022 | .04 .04 | .035 .... | (D) (AP) (J) (17)... | A. H. Chappman.... | I. F. Cates..... | L. F. Finney..... J. B. Cheshire (sp)... | A. H. Chappman.... P. M. Derrick (bm).. H. T. Cooper (cm) | P. M. Derrick..... D. L. Chappman (cl). | C. A. Brasch J. A. Terrell (j) |
| CLEARWATER... 7,610 | Sun (e) 2,959 Sunday edition (S) 2,959 | .035 .035 | .... .... | (I) (AP) (54)..... | Victor H. Morgan... Clearwater Pub. Co. | Victor H. Morgan... Wayne Oliver..... | James Clendenin.... ..... | Victor H. Morgan... Francis Hughey (cm) | W. Paul Harris..... | C. Gore |
| DAYTONA BEACH 16,598 | News-Journal (e) **4,611** Sunday edition (S) **4,697** | .055 .055 | .05 .... | (I) (AP) (54)..... | News-Journal Corp.. Julius Davidson, Pres. | Herbert M. Davidson | Cecil Eastman..... Lawton Carver (sp).. | Julius Davidson..... Maurice J. Seed (cm). | Warren E. Burkley... May Freelson (cl) | A. J. Sitton |
| | Sun-Record (e) **2,807** Sunday edition (S) **2,834** | .04 .04 | .... .... | (I-D) (AP) (70).... | Sun-Record Co..... R. H. Gore, P-Pres. | August Burghard.... | Ed Townsend..... G. I. Kennon (sp).... | J. W. Dickey..... C. E. Henderson(cm) | Grace Conboy (cl)... | ..... |
| DELAND..... 5,246 | Sun News (e) 2,500 | .04 | .038 | (I) (UP) (70)..... | Deland Pub. Co..... R. H. Gore, P-Pres. | Stanley Culp..... | ..... | J. W. Dickey..... R. S. Miller (mgr.) W. T. Lipfert (cm) | ..... | F. L. Inman |
| FT. LAUDERDALE. 8,666 | News (e) 3,902 | .04 | .04 | (D) (AP) (†) (J) (70) | Gore Pub. Co..... Robert H. Gore, Pub. | Robert C. Balfe..... | Chas. W. Drake..... | J W. Dickey..... Donald J. Arpin (cm). | Harry A. Brown..... ..... | F. W. Pyles P. R. Bundy (j) |
| FT. MYERS..... 9,082 | News-Press (m) 4,167 Sunday edition (S) 4,167 | .04 .04 | .... .... | (D) (AP) (none).... | News-Press Pub. Co.. Barron Collier, Pres. | Carl Hanton..... B. McGrath..... | Ronald Halgrin..... Wilson Dunham (sp). Ronald Halgrin (Su) | Carl Hanton..... C. F. Perry (bm) J. W. Ansley (cm) | J. A. Ansley..... | Harry Leyland |
| FT. PIERCE..... 4,803 | News-Tribune (e) 2,340 Sunday edition (S) 2,730 | .035 .035 | .035 .... | (I) (AP) (J) (54)... | News Ptg. Co..... Paul G. Enns, Pub. | H. B. Moore..... | H. B. Moore..... | Paul G. Enns (bm)... Al Wilson (cm)..... | H. C. Enns..... H. B. Moore (n) M. R. Scott (cl) | J. C. Stoddard |
| GAINESVILLE... 10,465 | News (e) 2,233 | .025 | .025 | (D) (INS) (J) (105-4) | McCreary Pub. Co... | Joseph J. Wilson.... | William D. Avera.... | Carrie T. McCreary. (bm) | J. J. Wilson..... | E. R. Jackson Percy Green (j) |
| | Sun (m) 3,010 | .03 | .025 | (D) (AP) (J) (54)... | Pepper Ptg. Co..... W. M. Pepper, Sr., Pres. | W. M. Pepper, Jr.... | Dupont Smith..... | W.M.Pepper,Sr.(bm) L. M. Shannon (cm) | L. L. Beall..... | R. Beard G. W. Welch (j) |
| JACKSONVILLE.. 129,549 | Fla. Times-Union (m) **50,361** Sunday edition (S) **54,830** | .13 .13 | .11 .... | (I-D) (AP, UP) (†) (E) (123) | W. M. Ball..... | W. M. Ball..... P. M. Ball | ..... | J. M. Elliott (bm)... | ..... | ..... |
| | Journal (e) **50,165** | .10 | .09 | (I-D) (AP) (†) (E) (74) | Metropolis Co..... John H. Perry, P-Pres. | Gold V. Sanders..... Harold S. Cohn..... | Boyce Taylor..... Walter Lynch (sp)... | W. N. Perry..... Fred M. Grim (cm).. | Frank P. Beddow.... Dan McNiel (n) C. W. Yeager (cl) | Robt. N. Dow |
| KEY WEST..... 12,831 | Citizen (e) 1,075 Sunday edition (S) 1,075 | .03 .03 | .035 .... | (D) (AP) (J) (54)... | Citizen Pub. Co..... L. P. Artman, P-Pres. | L. P. Artman..... | Ed Gray..... Oscar Milian (sp)..... | L. P. Artman..... Joe Allen (bm)..... | Joe Allen..... Jennie DeBoer (n)... | J. Clawson L. P. Artman (j) |
| LAKELAND..... 18,554 | Ledger & Star-Telegram (e) **6,022x** Sunday edition (S) **6,253x** | .05 .05 | .05 .... | (D) (AP) (20)..... | Ledger Pub. Co., Inc.. S. H. Farabee, Pres. | S. H. Farabee..... | E. P. Thomas..... Kendall Tolle (sp)... S. H. Farabee (Su) | Jay C. Smith..... A. W. Smith (cm).... | D. M. Murphy..... R. B. Floyd (cl) | A. J. Trueblood |
| | News (m) ..... Sunday edition (S) ..... | .02 .02 | .02 .... | (I-D) (UP) (J) (54). | Lynn W. Bloom & Chas. M. Freeman. | L. W. Bloom..... C. M. Freeman..... | C. M. Freeman..... Hal Register (sp).... L. W. Bloom (Su) | L. W. Bloom..... W. F. Van Winkle (cm) | C. M. Freeman..... Reva Best (n) | S. T. Brooks |
| LAKE WORTH... 5,940 | Leader (e) 1,420 | .04 | .041 | (D) (J) (54)..... | Lake Worth Leader.. W. M. Stafford, P-Pres. | W. M. Stafford..... | ..... | A. N. Deacon (cm)... | W. M. Stafford..... | W. M. Stafford (j) |
| MIAMI..... 110,637 | Herald (m) **37,656** Sunday edition (S) **37,948** | .11 .12 | .11 .12 | (I-D) (AP, UP, US) (†) (92.81) | Herald Pub. Co..... Frank B. Shutta, P-Pres. | Frank B. Stoneman.. Ellis C. Hollums.... | John D. Pennekamp. Harold D. Dennis(sp) | George V. Harper.... Jas. L. Barksdale, Jr. (cm) | Richard R. Hargis... Nuel N. Songer (n) Chas. A. Sargent (cl) | Wm. B. Sandlin |
| | News (e) **26,200** Sunday edition (S) **22,843** | .11 .11 | .11 .... | (D)(AP,UP,NYHT, CP) (E) (127) | Metropolis Pub. Co.. James M. Cox, Pub.-Pres. R. A. Reeder (V-P) | Hal I. Leyshon..... | Frank P. Malone.... Frank Goodwin (sp).. Ben Prout (Su)..... | D. J. Mahoney..... A. M. Lawson (cm).. ..... | J. E. Junkin, Jr..... Chas. Coffin (n) Robt. Schermerhorn (cl) | Wm. Ordway |
| MIAMI BEACH... 6,494 | Tribune (m) ..... | .08 | .08 | (I) (UP) (†) (123).. | O. S. Parmer & L. Schwab | Hal. W. Lannigan... John H. Hade (New daily, first issued Jan. 6, 1934) | J. A. Collins..... F. Beresford (sp)..... | Burt Tark (cm)..... C. C. Danford (cm) | C. J. Sheppard..... | ..... |
| NEW SMYRNA... 4,149 | News (e) 1,621 | .03 | .025 | (D) (AP) (J) (54).. | New Smyna News Co. B. T. Rood, Pres. | J. W. Hanson..... | K. Norman..... | B. T. Rood..... M. Jones (cm)..... | L. L. Ronan.. ..... ..... | L. L. Hardy H. Bowley (j) |
| OCALA..... 7,281 | Banner (m) 2,570 Sunday edition (S) 2,570 | .025 .025 | .... .... | (I-D) (UP) (J) (28-55) | Ocala Banner, Inc... F. Harris, Jr., Pres. | Harris Powers..... | ..... | Chas. A. Cook..... | Chas. A. Cook..... | ..... |
| | Star (e) 2,790 | .035 | .025 | (D) (AP) (J) (54)... | Star Pub. Co..... H. D. Leavengood, Pub. | R. N. Dosh..... Louis Chazal..... | Adel Bittenger..... Floren Woods (sp)... | H. D. Leavengood... P. Clements (cm).... | C. A. Chapin..... H. D. Leavengood (n) | J. Whaley S. T. McDowell (j) |
| ORLANDO 27,330 | Sentinel (m) **6,194x** Reporter-Star (e) **5,183x** Combined daily (me) **11,377x** Sunday edition (S) **10,029x** | .... .... .09 .09 | .... .... .069 .... | (D) (AP, UP) (†) (54) | Orlando Daily Newspapers, Inc. Martin Andersen, Pres. | Martin Andersen.... Richard McMurray.. | Henry Balch..... Donald Vincent (sp). | J. C. Brossier..... L. J. Hagood (cm)... | George Newhart..... B. C. Walls (n) M. Lawrence (cl) | T. G. Cornelison |
| PALATKA..... 6,500 | News (e) 3,525 | .04 | .04 | (D) (AP) (†) (J) (54). | Palatka Pub. Co..... M. M. Vickers, Pres. | H. D. Harkreader... | A. Bev. Baker..... Holly Hudgins (sp).. | H. D. Harkreader... Mike Layman (cm).. | A. B. Codrington.... Mike Layman (cl)... | Cy. Wilhite M. M. Vickers (j) |

(*Continued on page 24*)

# *Again* The Washington (D. C.) Star *Leads in Advertising Linage*

**During the year 1933 The Washington (D. C.) Star printed 19,916,351 lines of advertising**

**—a lead of MORE THAN TWO AND A HALF MILLION LINES over the second newspaper in the United States and Canada.**

**The Star Carried MORE THAN THREE TIMES the volume of advertising of the second Washington newspaper—or a total of 47% of the combined advertising of ALL FIVE Washington newspapers.**

## *Conclusions To Which These Figures Indisputably Lead are—*

**That** the Washington market offers outstanding opportunity to any worth while product.

**That** the Washington Star earns this preference shown it by national and local advertisers because of both the VOLUME and CHARACTER of its circulation—its acknowledged influential place in the home life of this prosperous market—dominating it completely.

**That** COMPLETE COVERAGE of the Washington market is ECONOMICALLY accomplished by ONE newspaper—THE STAR—Evening and Sunday.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers

**The Evening Star**
WITH SUNDAY MORNING EDITION
**WASHINGTON, D. C.**

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Bldg.

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## FLORIDA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| PALM BEACH | News | | | | | | | | | |
| 1,686 | (m) ..... | .15 | .15 | (I) (US) (J) (58) | Oscar G. Davies | Ruby Edna Pierce | George Krick<br>Gene Buzzell (sp) | Ruby Edna Pierce (bm)<br>Paul F. Schreers (cm) | ..... | J. Darden |
| | Sunday edition | | | | | | | | | |
| | (S) ..... | .15 | .15 | | | | | | | |
| | | | | | (Seasonal daily, published from Dec. 20 to Mar. 31, inclusive) | | | | | |
| PENSACOLA | Herald | | | | | | | | | |
| 31,579 | (e) ..... | .... | .... | (INS) | W. R. Helie | Don McLellan | ..... | Vernon Powers (bm) | H. P. Neuman | ..... |
| | | | | | (New daily—formerly a weekly, entered daily field Dec. 8, 1933) | | | | | |
| | Journal | | | | | | | | | |
| | (m) 7,708 | .... | .... | (I) (AP) (†) (74) | News-Journal Co.<br>G. C. Willings, Pub.<br>John H. Perry, Pres. | Sam Ellis<br>F. Pericola (me-m)<br>D. Hogan (me-e) | Bill Pinney (sp-m)<br>R. L. Ship (sp-e) | G. C. Willings<br>R. Friedrichsen (cm) | Geo. Archer<br>Braden Pall (cl) | H. Chairsell |
| | News | | | | | | | | | |
| | (e) 6,515 | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) 14,223 | .09 | .09 | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 9,876 | .09 | .... | | | | | | | |
| ST. AUGUSTINE | Record | | | | | | | | | |
| 12,111 | (e) 3,339 | .04 | .04 | (D) (AP) (J) (54) | Record Co.<br>Scott M. Loftin, Pres. | Herbert Felkel<br>Nina S. Hawkins | Nina S. Hawkins<br>A. Sanches (sp) | Herbert Felkel<br>Robt. B. Meserve (bm)<br>R. D. Hill (cm) | W. P. Arnold | J. R. Poland |
| | Sunday edition | | | | | | | | | |
| | (S) 3,339 | .04 | .... | | | | | | | |
| ST. PETERSBURG | Independent | | | | | | | | | |
| 40,425 | (e) 8,709 | .065 | .051 | (I-D) (AP) (J) (28) | Evening Independent, Inc.<br>L. C. Brown, Pres. | Lew B. Brown<br>A. R. Dunlap | Paul A. Davis<br>G. C. Moshier (sp) | L. C. Brown<br>A. M. Wing (bm)<br>O. L. Richmond (cm) | R. D. Peterson<br>A. Quirk (n)<br>R. E. Goodale (cl) | J. H. Livingston |
| | Times | | | | | | | | | |
| | (m) 10,295 | .065 | .056 | (I-D) (AP) (†) (143) | Times Pub. Co.<br>Paul Poynter, Pres. | W. L. Straus<br>T. C. Harris | M. L. Richardson<br>Pete Norton (sp) | C. C. Carr<br>M. D. Ulrich (cm) | W. W. Ottaway<br>Joe Plaskett (cl) | C. E. Morgan |
| | Sunday edition | | | | | | | | | |
| | (S) 12,414 | .075 | .065 | | | | | | | |
| SANFORD | Herald | | | | | | | | | |
| 10,100 | (e) 1,910 | .03 | .03 | (I) (AP) (†) (J) (54) | Sanford Herald<br>Rolland L. Dean, P-Pres. | Rolland L. Dean<br>Peter Schaal | Peter Schaal | Rolland L. Dean<br>W. Gordon Dean (bm) | H. C. Waters<br>Margaret Peters (n) | C. A. Haines |
| SARASOTA | Herald | | | | | | | | | |
| 8,398 | (e) 2,012 | .03 | .03 | (I) (AP) (143) | Sarasota Herald Co.<br>George D. Lindsay, P-Pres. | George D. Lindsay<br>William Coe, Jr. | Jack Gurnett<br>W. P. Dozier, Jr. (sp). | Geo. D. Lindsay<br>R. E. Lindsay (bm)<br>Wm. Berry (cm) | John B. Browning<br>R. E. Lindsay (n)<br>Charles Fry (cl) | J. D. Parker |
| | Sunday edition | | | | | | | | | |
| | (S) 2,012 | .03 | .... | | | | | | | |
| SEBRING | American | | | | | | | | | |
| 2,912 | (e) 2,085 | .04 | .... | (I) (AP) (J) (54) | Fred S. Jones | Fred S. Jones | ..... | Ernest S. Jones (bm)<br>Frank S. Jones (cm) | ..... | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) 2,085 | .04 | .... | | | | | | | |
| STUART | News | | | | | | | | | |
| 1,924 | (e) 1,284 | .035 | .035 | (I) (AP) (*Sat) (mer) (J) (105-4) | Stuart Daily News, Inc.<br>P. U. Menninger, Pres. | Edwin A. Menninger | Ernest Lyons<br>Broward Blakeslee (sp) | Edwin A. Menninger<br>M. Underwood (cm) | H. A. Shepard<br>E. A. Menninger (n) | J. C. Anthony, Jr.<br>E. A. Menninger (j) |
| TALLAHASSEE | Democrat | | | | | | | | | |
| 10,700 | (e) 3,632 | .04 | .04 | (D) (AP) (J) (54) | Capital City Pub. Co. | John Kilgore (me) | ..... | John M. Tapers<br>A. H. Tebault (cm) | W. K. Dorman<br>..... | A. Herndon<br>J. A. Cawthon (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 3,632 | .04 | .... | | | | | | | |
| TAMPA | Times | | | | | | | | | |
| 101,161 | (e) 22,035 | .10 | .... | (I-D) (AP) (74) | Tampa Times Co.<br>D. E. Smiley & Ralph Nicholson, Pubs.<br>D. E. Smiley, Pres. | David E. Smiley<br>Jerome McLeod | Arnold Heidt<br>Ed Ray (sp) | Ralph Nicholson<br>Claude Johnson (cm) | L. H. Towner<br>J. H. Hampton (n)<br>Wm. D. Wolfe (cl) | Joe Brooker |
| | Tribune | | | | | | | | | |
| | (m) 41,399 | .13 | .... | (D) (AP) (mer) (†) (J) (E) (127-44) | Tribune Co.<br>S. E. Thomason, P-Pres. | E. D. Lambright<br>R. W. Simpson | W. B. Abbott<br>V. M. Newton (sp)<br>R. W. Simpson (Su) | J. S. Mims<br>J. C. Council (cm) | Truman Green<br>P. J. Gordon (n)<br>A. L Collins (cl) | C. Alves<br>F. B. Fort (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 45,034 | .13 | .... | | | | | | | |
| WEST PALM BEACH | | | | | | | | | | |
| 26,610 | Palm Beach Post | | | | | | | | | |
| | (m) 6,698 | .07 | .07 | (D) (AP, US) (17) | Post Ptg. Co.<br>D. H. Conkling, Pub.<br>W. A. Hendry, Pres. | D. H. Conkling | Don Morris<br>A. E. McMillan (sp)<br>D. H. Conkling (Su) | Sydnor J. Tucker<br>Wm. R. Stowell (cm) | William J. Porter<br>R. Oscar Smith (cl) | J. W. Ferguson |
| | Sunday edition | | | | | | | | | |
| | (S) 6,699 | .09 | .... | | | | | | | |
| | Palm Beach Times | | | | | | | | | |
| | (e) 5,217 | .05 | .... | (D) (AP, UP) (†) (76) | Palm Beach Times Pub. Corp.<br>L. R. Baker, Pub.-Press. | V. L. Smith | J. E. Logsdon | J. Edwin Baker<br>R. A. Whitaker (cm) | Frank Hammett<br>A. A. Young (cl) | W. H. Cornwell |
| | Sunday edition | | | | | | | | | |
| | (S) 5,346 | .05 | .... | | | | | | | |
| WINTER HAVEN | Chief | | | | | | | | | |
| 7,150 | (e) 4,169 | .04 | .0357 | (I) (AP) (J) (54) | Fla. Chief Pub. Co.<br>M. M. Lee, Pub.<br>C. L. Lee, Pres. | M. M. Lee<br>R. N. Haas | ..... | C. L. Lee<br>George T. Lynch (cm) | Geo. T. Lynch<br>Mrs. Mary D. Taylor (cl) | J. H. Wulf<br>G. R. Hardy (j) |

## GEORGIA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALBANY | Herald | | | | | | | | | |
| 14,507 | (e) 4,462 | .04 | .025 | (D) (AP) (J) (19) | Herald Pub. Co.<br>H. T. McIntosh, Pres. | H. T McIntosh<br>W. M. Pryse | Grady Cooksey<br>..... | J. A. Davis<br>J. T. Lawrence | J. A. Davis<br>..... | W. A. Rachaels<br>Wilbur Cherry (j) |
| AMERICUS | Times-Recorder | | | | | | | | | |
| 8,760 | (e) 3,100 | .04 | .03 | (D) (UP) (22) | Times-Recorder Co.<br>J. R. Blair, Pres.<br>R. C. Swank, Pub. | James R. Blair<br>..... | A. Gatewood<br>..... | James R. Blair<br>Mrs. F. L. Blair (cm) | J. P. Luther<br>J. R. Blair (n) | A. H. Webb |
| ATHENS | Banner-Herald | | | | | | | | | |
| 18,192 | (e) 2,780x | .035 | .... | (D) (AP) (43-77) | E. B. Brasswell | ..... | ..... | E. B. Brasswell | ..... | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) 2,791x | .035 | .... | | | | | | | |
| ATLANTA | Constitution | | | | | | | | | |
| 270,366 | (m) 84,783 | .16 | .16 | (D) (UP,AP,NANA) (*S) (†) (E) (76) | Constitution Pub. Co.<br>Clark Howell, Sr., Pres. | Clark Howell, Sr.<br>P. W. Hammond | N. S. Noble<br>Ralph McGill (sp) | Clark Howell, Sr.<br>Clark Howell,Jr.(bm)<br>John T. Toler (cm) | J. L. Harris<br>R. L. Hobart (n)<br>J. A. Haire (cl) | J. A. Hubbard |
| | Sunday edition | | | | | | | | | |
| | (S) 96,269 | .18 | .18 | | | | | | | |
| | Georgian | | | | | | | | | |
| | (e) 76,139 | .15 | .10 | (I) (INS, US) (†) (mer) (E) (16) | Georgian Co. | Leonard S. Roane (me) | Tarleton Collier<br>Ed Danforth (sp)<br>Sam Lucheese (Su) | Herbert Porter<br>Olin N. Barr(auditor)<br>Chas. Coleman (cm) | Melvin Schwarz<br>H. F. Cogill (n)<br>E. F. Emmel (cl) | Fred Connell |
| | Sunday American | | | | | | | | | |
| | (S) 143,910 | .21 | .... | | | | | | | |
| | Journal | | | | | | | | | |
| | (e) 78,089 | .16 | .... | (D) (AP, UP) (*S) (†) (E) (17) | Atlanta Journal Co.<br>John S. Cohen, Pres. | Maj. John S. Cohen<br>John Paschall | J. S. Pope<br>Morgan Blake (sp)<br>A. M. Perkerson (Su) | John A. Brice<br>P. H. Hall (cm) | J. W. Archer<br>L. J. MacAuley (n)<br>W. M. Cunningham (cl) | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) 106,121 | .18 | .... | | | | | | | |
| AUGUSTA | Chronicle | | | | | | | | | |
| 60,342 | (m) 15,521 | .06 | .045 | (D) (AP) (J) (19) | Chronicle Pub. Co. | Thos. J. Hamilton<br>R. L. M. Parks | Jack Bates<br>Tom Wall (sp) | W. S. Morris<br>W. S. Martin (cm) | Jas. L. Robertsop<br>A. G. Walton (cl) | F. A. White (j) |
| 67,345 (ABC City) | Sunday edition | | | | | | | | | |
| | (S) 16,073 | .06 | .045 | | | | | | | |
| | Herald | | | | | | | | | |
| | (e) 14,748 | .05 | .... | (D) (AP) (43) | Herald Pub. Co.<br>Jas. C. Harrison, Pub. | Milwee Owens<br>Hillary Mangum | S. L. Moss<br>R. Samuel (sp) | J. C. Harrison<br>J. O. Jones (cm) | B. B. Boeckman<br>J. C. Harrison (n)<br>M. C. Jarrett (cl) | A. Huntington |
| | Sunday edition | | | | | | | | | |
| | (S) 14,676 | .05 | .... | | | | | | | |
| BRUNSWICK | News | | | | | | | | | |
| 14,022 | (e) 4,312 | .04 | .... | (D) (AP) (28) | C. H. Leavy | C. H. Leavy | ..... | C. H. Leavy (bm)<br>E. F. Thompson (cm) | Mason Meeks | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) 4,312 | .04 | .... | | | | | | | |
| COLUMBUS | Ledger | | | | | | | | | |
| 43,131 | (e) 11,410x | .... | .... | (D) (AP) (†) (E) (17) | R. W. Page Corp.<br>W. E. Page, Pres.<br>J. E. Page, Pub. | N. M. Shipp<br>H. L. Watkins | J. R. Fitzpatrick | R. M. Page<br>O. L. Randall (cm) | F. C. Bunting<br>J. E. Page (n)<br>C. T. Jones (cl) | W. A. Barr |
| 58,700 (ABC City) | Enquirer-Sun | | | | | | | | | |
| | (m) 5,306x | .... | .... | | | | | | | |
| | Combined Daily | | | | | | | | | |
| | (me) 16,716x | .10 | .085 | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 17,046x | .10 | .085 | | | | | | | |
| CORDELE | Dispatch | | | | | | | | | |
| 5,880 | (e) 1,800 | .025 | .021 | (D) (AP) (J) (none) | Mrs. Chas. E. Brown. | Mrs. C. E. Brown | Carey Pound | Mrs. L. O. White (cm) | Carey Pound<br>Miss Marion Brown (n) | C. Johnson<br>L. T. Proctor (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,800 | .025 | .021 | | | | | | | |
| DUBLIN | Courier-Herald | | | | | | | | | |
| 6,700 | (e) 3,450 | .04 | .03 | (I-D) (UP) (22) | W. M. Harrison, Pub.<br>R. C. Swank, Pres. | W. M. Harrison | A. T. Coleman, Jr. | W. M. Harrison | D. T. Cowart | ..... |

(*Continued on page 26*)

# Again—The Miami Herald Leads All Florida Newspapers in Advertising

**with a total of 7,807,999 lines during 1933; and, for the Thirteenth year leads in Miami in advertising and circulation.**

*Thirteen Years Leadership Must Be Earned*

# MIAMI

## FLORIDA'S LARGEST RETAIL MARKET

This great market offers an unusually lucrative field for any worthwhile commodity or service. Also, its value is increased many times because it has an EXTRA POPULATION in the winter not counted by the Census Bureau—a "cream" population of industrial, professional and business leaders from every State of the Union.

***$19,229,000 MORE Spendable Income!***

Miami, and its county, with "Spendable Income Money" of $68,751,000 exceeds by $19,229,000 the spendable income money of any other Florida city and its county. (*See "Dade County" Sales Management, April* 1933.)

# HERALD

## FLORIDA'S GREATEST ADVERTISING MEDIUM

***Offers you complete coverage of Florida's Largest Retail Market at one low cost***

**1st in FLORIDA**
***—in Advertising***
***—in Home Delivered and City Circulation***

**1st in MIAMI**
***—in Retail, General, Classified and Total Advertising***
***—in Circulation—every classification except "Street Sales"***

# The Miami Herald

*Florida's Most Important Newspaper*

FRANK B. SHUTTS, *Publisher*

NATIONAL ADVERTISING REPRESENTATIVES:

**J. P. McKINNEY & SON**
30 Rockefeller Plaza, New York
742 Market St., San Francisco
400 N. Michigan Avenue, Chicago

**GEO. M. KOHN, INC.**
908 Walton Building
Atlanta, Ga.

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## GEORGIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| GRIFFIN | News | | | | | | | | | |
| 10,321 | (e) 3,411 | .03 | .02 | (D) (AP) (†) (28) | Quimby Melton | Quimby Melton<br>Cecil Hurst | L. D. Hooks<br>Cecil Hurst (sp) | Quimby Melton<br>Bill Maher (bm)<br>Carey Reeves (cm) | Bill Maher | Tom Maher |
| LA GRANGE | News | | | | | | | | | |
| 20,131 | (e) 4,617 | .04 | .035 | (D) (UP) (J) (22) | Reporter Pub. Co.<br>R. C. Swank, Pres. & Pub. | Row C. Swank<br>Ed Bridges | Ed Bridges | Roy C. Swank<br>Raymond Fuller (cm) | Roy F. Prather | M. M. Dickinson |
| MACON | News | | | | | | | | | |
| 53,829 | (e) **9,842** | .... | .... | (I-D) (AP, UP) (†) (17) | Telegraph Pub. Co.<br>W. T. Anderson, Pres. & Pub. | Chas. J. Bayne (e)<br>Geo. W. Griffin (me-e)<br>W. T. Anderson (m).<br>Ben B. Johnson (me-m) | Geo. W. Griffin (e)<br>Nathan Gans (sp-e)<br>G. E. Snellgrove (m).<br>Bobbie Norris (sp-m) | Peyton T. Anderson<br>P. T. Anderson, Jr.<br>J. T. Webb (cm) | Roy I. Neal<br>P. T. Anderson, Jr. (n)<br>Walton Clifton (cl) | P. T. Anderson, Jr. |
| | Telegraph | | | | | | | | | |
| | (m) **21,956** | .... | .... | (I-D) (AP) (†) (17) | | | | | | |
| | Combined Daily (me) **31,798** | .15 | .14 | | | | | | | |
| | Sunday edition (S) **24,720** | .15 | .14 | | | | | | | |
| MOULTRIE | Observer | | | | | | | | | |
| 8,079 | (e) 1,752 | .02 | .02 | (I-D) (AP) (†) (J) (none) | Observer Pub. Co.<br>C. B. Allen, Pres. & Pub. | C. B. Allen<br>Grady Adams | Grady Adams<br>Russell Rogers (sp) | C. B. Allen<br>A, N, Davis (cm) | C. A. Britton, Jr. | C. C. Holiday<br>T. F. Haddan (j) |
| ROME | News-Tribune | | | | | | | | | |
| 21,843 | (e) **5,345x** | .045 | .... | (I-D) (INS) (none) | News Pub. Co.<br>W. S. Mudd, Pres. | J. R. Hornady | W. C. Maxwell (sp) | C. B. Wright (bm)<br>E. W. Hine (cm) | E. C. Hamilton (cl) | |
| | Sunday edition (S) **5,379x** | .045 | .... | | | | | | | |
| SAVANNAH | Morning News | | | | | | | | | |
| 85,024 | (m) **20,620** | .07 | .07 | (I) (AP, UP) (†)(43) | The Morning News<br>H. V. Jenkins, Pres. & Pub. | J. P. Miller (me-m)<br>P. A. Stovall (e)<br>W. G. Sutlive (me-e). | R. M. Charlton (m)<br>W. C. McMillan (sp-m)<br John Sutlive (e).<br>B. F. Abrams (sp-e) | H. V. Jenkins<br>E. D. Hood (cm) | Boykin Paschal (ad-dir)<br>C. E. Hutchins (n) | Malcolm Bell |
| | Press (e) **17,310** | .07 | .07 | (I) (AP, UP) (43) | | | | | | |
| | Combined daily (me) **37,930** | .12 | .12 | | | | | | | |
| | Sunday edition (S) **21,123** | .07 | .07 | | | | | | | |
| THOMASVILLE | Times-Enterprise | | | | | | | | | |
| 11,732 | (e) 2,000 | .02 | .02 | (D) (AP) (J) (none) | Times-Enterprise Co.<br>H. J. MacIntyre, V.P. | E. R... Jerger | | W. D. Hargrave (bm) | | |
| TIFTON | Gazette | | | | | | | | | |
| 3,390 | (e) 1,478 | .018 | .018 | (D) (AP) (J) (none) | Gazette Pub. Co.<br>John G. Herring, Pres. | J. G. Herring | Robt. S. Herring<br>N. P. Herring (sp) | H. E. Herring (bm)<br>G. N. Herring (cm) | H. E. Herring | W. S. Bradford |
| VALDOSTA | Times | | | | | | | | | |
| 13,482 | (e) ..... | .035 | .... | (D) (AP) (J) (54) | Valdosta Press, Inc. | | | E. L. Turner (bm) | | |
| WAYCROSS | Journal-Herald | | | | | | | | | |
| 15,507 | (e) 3,525 | .03 | .... | (D) (AP) (J) (none) | Journal-Herald Co.<br>Jack Williams, Pres. | Jack Williams<br>H. A. Stallings | Liston Elkins<br>Walter Campbell (sp) | Jack Williams<br>J. M. Jennings (cm) | J. M. Markey<br>Louise Breen (n)<br>Kenneth Jones (cl) | W. L. Barber<br>W. E. Finley (j) |
| | Sunday edition (S) 3,525 | .03 | .... | | | | | | | |

## TERRITORY OF HAWAII

| City Population | Name of Newspaper Circulation | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HILO | Press | | | | | | | | | |
| 19,468 | (m) 2,352 | .03 | .... | (R) (UP) (J) (47) | John A. Lee, Pub. | Harold W. Ching | | John A. Lee<br>Harry Orcutt (cm) | | |
| | Sunday edition (S) 2,352 | .03 | .... | | | | | | | |
| | Tribune-Herald (e) 2,506 | .03 | .... | (I) (1-12) | | Mrs. V. B. Hill | | C. G. Bockus (bm) | Kenneth S. Byerly | |
| | Sunday edition (S) 2,506 | .03 | .... | | | | | | | |
| HONOLULU | Advertiser | | | | | | | | | |
| 137,582 | (m) **13,135** | .08 | .... | (I-R) (UP) (†) (J) (E) (74) | Advertiser Pub. Co., Ltd.<br>L. P. Thurston, Pub-Pres. | Raymond S. Coll | J. R. Macguigan<br>Wm. Peet (sp) | Lorrin P. Thurston.<br>Ferd J. Green (bm). | M. V. Culver<br>R. S. Thurston (n)<br>R. S. Wetherbee (cl) | |
| | Sunday edition (S) **19,296** | .09 | .... | | | | | | | |
| | Star-Bulletin (e) **20,973** | .085 | .072 | (I-R) (AP) (mer) (†) (J) (E) (1). | Honolulu Star-Bulletin, Ltd. | Riley H. Allen<br>Vern Hinkley | Walter S. Scratch<br>Don W. Watson (sp). | W. B. Taylor (cm) | N. A. McKown (loc.)<br>Fay K. Watts (n)<br>L. P. Dickinson (cl) | B. C. Stearns<br>P. L. McIlree |
| | Nippu Jiji (e) 14,225 | .065 | .... | (I) (AP, INS, ND, R) (†) (J) (E) (102) | Nippu Jiji Co., Ltd<br>Yasutaro Soga, Pres. | Yasutaro Soga<br>S. Asami | S. Asami<br>Wallace Hirai (sp) | K. Kawamoto<br>T. Inouye (cm) | S. Furukawa<br>Harry Tomita (n)<br>H. Amano (cl) | S. Kunihiro |

## IDAHO

| City Population | Name of Newspaper Circulation | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BLACKFOOT | Bulletin | | | | | | | | | |
| 3,199 | (e) 2,130 | .03 | .... | (R)(AP)(J)(28-153) | Republican Co. | John L. Brady and Byrd Trego | C. A. Bottolfsen | Byrd Trego (cm) | John L. Brady (n) | R. N. Ludi |
| BOISE | Capital News | | | | | | | | | |
| 21,544 | (e) **14,607** | .06 | .053 | (I) (UP) (J) (56) | Capital News Pub. Co.<br>Rodney L. Brink, Pres. & Pub. | Rodney L. Brink<br>Therman Evans | Therman Evans<br>Wayne Farley (sp) | Taylor C. Robertson.<br>Ray L. Wheeler (cm) | George Fleharty<br>Floyd McWilliams (n) | H. L. Whitehead<br>Henry Hansen (j) |
| | Sunday edition (S) **14,689** | .06 | .053 | | | | | | | |
| | Idaho Statesman (m) **14,647** | .06 | .... | (R) (AP) (†) (J) (E) (123) | Statesman Pub. Co.<br>M. C. Ailshie, Pres. & Pub. | Irving W. Hart<br>E. Whittington | Edwin Whittington<br> | J. C. Adams (bm)<br>E. E. Walden (cm) | F. A. Bartlett<br>C. Glenn (cl) | J. T. Hawkes<br>R.C.Cunnungham (j) |
| | Sunday edition (S) **15,205** | .06 | .... | | | | | | | |
| CALDWELL | News-Tribune | | | | | | | | | |
| 4,976 | (e) 2,842 | .03 | .025 | (I-R) (AP) (J) (28). | Caldwell Pub. Co.<br>F. H. Michaelson, Pres. | F. H. Michaelson | Earle Jester<br>F. LaFollette (sp) | Aden Hyde<br>J. H. Hamlin (cm) | L. E. Rettig | Emile Shorb |
| COEUR D'ALENE | Press | | | | | | | | | |
| 8,297 | (e) **2,136** | .025 | .... | (I) (UP) (J) (56) | Coeur d'Alene Press Co.<br>H. F. Kretchman, Pres. | H. F. Kretchman | Chas. Sowder (sp) | B. C. Hagadone (bm) | B. C. Hagadone | Geo. Kidwell<br>C. C. Hodge (j) |
| IDAHO FALLS | Post-Register | | | | | | | | | |
| 9,429 | (e) **4,787x** | .05 | .043 | (I) (AP, UP) (†) (J) (119) | Post Co.<br>E. F. McDermott, Pres. | M. B. Yeaman<br>B. L. Moore | | Edwin F. McDermott<br>Joe Flora (cm) | H. A. Burnett<br>Frank Hunsaker (n)<br>D. Harmaley (cl) | W. W. Merman<br>John Fisk (j) |
| | Sunday edition (S) **4,853x** | .05 | .043 | | | | | | | |
| KELLOGG | News | | | | | | | | | |
| 4,124 | (e) 1,024 | .029 | .... | (none) | W. L. Penney | W. L. Penney | | W. L. Penney, Jr. (cm | | J. B. Penney |
| LEWISTON | Tribune | | | | | | | | | |
| 9,403 | (m) 5,463 | .04 | .... | (I-D) (AP) (J) (28-102) | Tribune Pub. Co.<br>E. L. Alford, Pres. & Pub. | A. L. Alford | H. A. Lyon<br>T. J. Campbell (Su) | E. L. Alford<br>H. W. Hamblin (bm).<br>E. E. Stewart (cm) | O. E. Crumpacker<br>J. R. Somerville (cl). | E. R. Flickinger |
| | Sunday edition (S) 5,463 | .04 | .... | | | | | | | |
| MOSCOW | Star-Mirror | | | | | | | | | |
| 4,478 | (e) 1,650 | .021 | .... | (I)(AP) (J) (none) | Moscow Pub. Co. | Louis A. Boas | | Geo. N. Lamphere | John F. Montgomery | R. H. Brownlow |
| NAMPA | Free Press | | | | | | | | | |
| 8,206 | (e) 4,377 | .04 | .03 | (I) (UP) (†) (J) (28-47) | Co-Operative Pub. Co.<br>H. F. Samuels, Pres. | Chas. G. Sumner | Frances Cherry<br>J. A. Allen (sp) | T. F. LaFond<br>Blanch Danes (cm) | T. F. LaFond<br>E. R. Cornwell (n)<br>D. A. Young (cl) | L. L. Shepherd<br>A. E. Hutchings (j) |
| | Leader-Herald (e) 3,427 | .03 | .025 | (R) (UP) (J) (†) (19-153) | L. B. Jenness | L. B. Jenness | J. C. Jenness<br>K. Overton (sp) | L. B. Jenness | R. E. Jenness | Eugene Hetrick |
| POCATELLO | Idaho State Journal | | | | | | | | | |
| 16,471 | (m) 3,867 | .05 | .... | (D) (AP) (†) (84) | Tribune-Journal Co., Inc.<br>G. Nicholas Ifft, Pres. | G. Nicholas Ifft | John Chandler | Wm. S. Cady<br>J. E. Mielstrup (bm).<br>E. E. Huffman (cm) | Ralph R. Beers<br>Muriel Ruggles (n-cl) | Edw. Smith<br>Edw. Potter (j) |
| | Tribune (e) 4,323 | .05 | .... | (R) (AP) (†) (J) (84) | | | | | | |
| | Combined daily (me) 8,190 | .08 | .... | | | | | | | |
| | Sunday edition (S) 4,547 | .05 | .... | | | | | | | |
| SANDPOINT | Bulletin | | | | | | | | | |
| 3,290 | (e) 1,810 | .025 | .025 | (I-R) (AP) (J) (none) | Review Pub. Co., Inc.<br>C. E. Spoor, Pres. | L. E. Pietsch | | Chas. E. Spoor (bm). | | L. E. Pietsch (j) |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## IDAHO (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnots on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| TWIN FALLS | News | | | | | | | | | |
| 8,787 | (m) **5,103x** | .05 | .... | (I-R) (AP) (J) (119) | News Pub. Co., Inc.. Roy A. Read, Pres. | Roy A. Read..... | ..... | Roy A. Read..... M. E. Tucker (bm).. | Roy A. Read (n).... | ..... |
| | Sunday edition (S) **5,150x** | .05 | .... | | | | | | | |
| | Times (e) **4,293x** | .04 | .032 | (I-D) (UP) (J) (28-153) | Idaho Times Pub. Co. J. H. Shinn, Pres. R. S. Tofflemire | Juneau H. Shinn.... | James Mullins..... | R. S. Tofflemire..... Al. Westergren (cm). | Leland K. Miller.... Bob Warner (n) Flora Bower (cl) | E. A. Brinegar |
| WALLACE | Press-Times | | | | | | | | | |
| 3,634 | (e) 2,106 | .03 | .... | (I-D) (AP) (J) (28). | Press-Times Pub. Co. H. L. Day, Pres. | Henry L. Day..... | J. E. Coulter..... H. Cleavinger (sp)... | Henry L. Day..... F. N. Shreve (bm)... W. Lieb (cm) | F. N. Shreve..... Margery Clark (cl) | S. Schlesinger |

## ILLINOIS

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnots on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALTON | Telegraph | | | | | | | | | |
| 30,200 | (e) **12,214** | .06 | .04 | (I-R) (AP) (2)..... | Telegraph Ptg. Co... P. B. Cousley, Pres. | P. B. Cousley..... | Jos. Dromgoole..... | John D. McAdams (bm) H. L. Belle (cm)..... | C. W. Fetterer..... R. I. Peele (n) Robt. Houser (cl) | ..... |
| AURORA | Beacon-News | | | | | | | | | |
| 46,589 | (e) **18,440** | .08 | .047 | (I) (AP, INS) (102). | Beacon Pub. Co..... A. M. Hirsh, Pres. | Fred C. Flanders.... | John A. Corkery.... Elmer Hanson (sp).. | A. M. Hirsh..... Wm.C.Buckberg (cm) | Chas. W. Hoefer.... Frank L. Lee (cl) | G. N. Dieterich |
| | Sunday edition (S) 18,256 | .08 | .047 | | | | | | | |
| BEARDSTOWN | Illinoian-Star | | | | | | | | | |
| 6,344 | (e) 2,362 | .03 | .... | (I) (UP) (J) (70)... | Schaeffer Pub. Co.... | C. A. Schaeffer..... | ..... | L. Schaeffer (bm).... Mrs. E. C. Coleman (cm) | L. Schaeffer..... | J. R. McCarthy |
| BELLEVILLE | Advocate | | | | | | | | | |
| 28,425 | (e) **6,081** | .035 | .... | (I-R) (AP) (70).... | Advocate Ptg. Co.... W. W. Evans, Pres. | W. W. Evans..... | C. C. Benedict..... I. Baechle (sp)..... | W. W. Evans..... H. Wagner (cm)..... | C. J. Keller..... M. H. Parres (n) | Chas Lens |
| | News-Democrat (e) 8,829 | .035 | .025 | (I-D) (UP) (J) (37). | Robert L. Kern..... | Robert L. Kern..... | Joseph W. Adam.... Arthur Schmisseur (sp) | Henrietta B. Schrodi. Richard P. Kern (cm) | E. A. Kern..... F. L. Etling (cl) | E. C. Voellinger |
| BELVIDERE | Republican | | | | | | | | | |
| 8,123 | (e) 3,301 | .03 | .03 | (R) (INS) (†) (J) (none) | Frank T. Moran & Co. | Frank T. Moran.... A. F. Conklin..... | F. E. Loomis..... L. T. McCleneghan (sp) | Joe E. Tabor (bm)... E. J. Bahr (cm)..... | Guerdon Laing..... ..... | H. Klein M. J. Askin (j) |
| BENTON | News | | | | | | | | | |
| 8,219 | (e) 3,785 | .03 | .... | (R) (AP) (†) (J) (53) | News Co., Inc..... W. C. Choisser, Pres. | W. C. Choisser..... | Paul Lyons..... A. C. Denham (sp).. | F. D. Whittington... Arlie Bain (cm)..... | F. D. Whittington... Mural Choisser (cl) | Arch Johnson (j) |
| BLOOMINGTON | Pantagraph | | | | | | | | | |
| 30,930 | (e) **21,971** | .10 | .... | (I) (AP, UP, INS) (mer) (†) (E) (43) | Daily Pantagraph, Inc. Davis Merwin, Pres. | J. L. Hasbrouck..... C. W. Orcutt..... | Edward J. Lonergan. Fred H. Young (sp).. A. C. Baker (Su).... | Davis Merwin..... J. M. McMurry (bm). Joe M. Bunting (cm). | P. J. LaBounty..... Joseph J. Hannie (cl) | W. R. Hoit |
| 37,698 (ABC City) | Saturday edition (Sat-m) **21,766** | .10 | .... | | | | | | | |
| | Sunday edition (S) **15,897** | .10 | .... | | | | | | | |
| CAIRO | Citizen & Bulletin | | | | | | | | | |
| 13,532 | (e) **4,360** | .045 | .035 | (I) (AP) (70)..... | Citizen Co..... J. C. Fisher, Pres. | John C. Fisher..... | ..... | Selden Fisher (bm).. | H. L. Arbogast..... Selden Fisher (n) B. V. Brown (cl) | ..... |
| CANTON | Ledger | | | | | | | | | |
| 11,718 | (e) **4,396** | .04 | .036 | (I-R) (UP) (†) (J) (2) | Ledger Co..... N. G. Orendorff, Pres. | James A. Murphy... | ..... | C. E. Warwick (bm). Lucile Peak (cm)..... | Dean Armstrong.... C. E. Warwick (n) Francene Bowman (cl) | L. L. Conrad |
| CARBONDALE | Free Press | | | | | | | | | |
| 7,528 | (e) 1,732 | .02 | .... | (R) (AP) (J) (105-4) | R. W. Davis, Pub... J. F. McGuire, Pres. | J. F. McGuire..... | ..... | R. W. Davis..... | R. W. Davis..... | J. S. Russell |
| CARLINVILLE | Enquirer | | | | | | | | | |
| 4,144 | (e) 445 | .011 | .... | (D) (UP) (†) (J) (none) | C. J. Lumpkin..... | ..... | ..... | C. J. Lumpkin..... | C. L. Badger..... | ..... |
| CENTRALIA | Sentinel | | | | | | | | | |
| 12,583 | (e) **5,832** | .04 | .... | (I) (AP) (mer) (J) (146) | Verne E. Joy..... | Verne E. Joy..... | H. Gerlach..... | Verne E. Joy..... H. B. Mapes (bm)... C. B. Harvey (cm)... | H. B. Mapes..... L. T. Newlon (n)..... Robt. Mapes (cl) | O. B. Correll Robt. Panzau (j) |
| CHAMPAIGN | News-Gazette | | | | | | | | | |
| 20,348 | (e) **12,456x** | .06 | .... | (I) (AP, UP, INS) (1) | News-Gazette, Inc... R. P. McKinley, Pres. | E. C. Bleau..... M. W. Hout..... | Willard S. Hansen... E. Jacquin (sp)..... | E. C. Bleau..... John Wingle (cm)... | E. C. Bleau..... F. R. Mills (n-cl) | S. Jones |
| 33,408 (ABC City) | Sunday edition (S) **12,372x** | .06 | .... | | | | | | | |
| CHARLESTON | Courier | | | | | | | | | |
| 8,012 | (e) 2,685 | .029 | .... | (I-D) (UP, INS) (J) (53) | B. Weir..... | ..... | ..... | B. Weir..... | ..... | ..... |
| | News (m) ..... | .025 | .... | (I-D) (J) (none).... | C. S. Rardin..... | ..... | ..... | ..... | ..... | ..... |
| CHICAGO | American | | | | | | | | | |
| 3,376,438 | (e) **424,719** | .75 | .55 | (I) (AP, INS, US) (†) (E) (16) | Evg. American Pub. Co. Wm. R. Hearst, Pres. | F. J. McCarthy..... | Edward Reticker.... Edward J. Geiger (sp) | Merrill C. Meigs.... J. H. Black (Asst. gm) W. J. Parker (cm) | Wm. M. McNamee.. N. Goldenberg (cl) | Maurice Hesse |
| | Calumet (e) 7,200 | .072 | .044 | (I) (J) (122)..... | Calumet Pub. Co.... Robt. W. Worden, Pres. | Robt. W. Worden... | J. J. Brassell (sp).... | A. Mendelshon (cm). | James Cunningham.. Agnes Crowe (cl).... | Edward Bower R. Williamson (j) |
| | Herald & Examiner (m) **315,832** | .65 | .37 | (I) (AP, US) (J) (15) | W. R. Hearst, Jr., Pres. Homer Guck, Pres. | Victor Watson..... | John W. Dinehart... John G. Carey (sp).. Harry S. Canfield (Su) | Merrill Lord (bm)... Walter Parker (cm).. ..... | Wm. H. Murphy.... Wm. H. Wilson (n).. C. S. French (cl) | Maurice Hesse A. E. Lace (j) |
| | Sunday edition (S) **860,565** | 1.25 | .55 | | | | | | | |
| | Journal of Commerce (m) 22,539 | .25 | .... | (I) (31a-155)..... | Journal of Commerce Pub. Co. John D. Ames, Pres. | Phil S. Hanna..... James B. Young..... | S. R. Forbes..... Wm. Oates (sp)..... | Philip P. Page (bm). Frederick West (cm). | Frank B. Griswold... R. E. Potter (n) | ..... |
| | News (e) **399,795** | .70 | .55 | (I) (AP, UP) (*S) (mer) (†) (E) (89) | Daily News, Inc..... Col. Frank Knox, Pres. | Chas. H. Dennis.... Henry J. Smith..... | John Craig..... Howard Mann (sp).. | Lewis B. Rock (bm).. J. N. Shryock (cm).. | Geo. Hartford..... Thos. Bohan (n) Thos. Lowery (cl) | John Harm |
| | Times (e) **152,813** | .32 | .18 | (I) (AP, UP) (*S) (E) (127-44) | Times Co..... S. E. Thomason, Pres. | Richard J. Finnegan.. | W. W. Major..... W. M. McCarthy (sp) | Robt. Walshaw (bm). J. F. Shanahan (cm) | L. J. Abrams..... | Raymond Hahne |
| | Sunday edition (S) **162,651** | .32 | .18 | | | | | | | |
| | Tribune (m) **771,190** | .90 | .75 | (I) (AP, UP, CT, NYT) (*S) (†) (J) (E) (93-50) | Tribune Co..... Col. R. R. McCormick, Pres. | Col. R. R. McCormick Edward S. Beck..... | R. M. Lee..... Arch Ward (sp)..... W. H. Wiener (Su)... | W.E.Macfarlane (bm) Louis H. Rose (cm).. ..... | W. E. Donahue..... C. S. Benham (n).... W. R. Blend (cl) | John Park C. B. James (j) |
| | Sunday edition (S) **814,676** | 1.05 | 1.05 | | | | | | | |
| CLINTON | Journal-Public | | | | | | | | | |
| 5,920 | (m) 978 | .032 | .... | (D) (UP, INS) (28) | R. C. Pelts..... | ..... | ..... | R. C. Pelts..... | ..... | ..... |
| | Sunday edition (S) 974 | .032 | .... | | | | | | | |
| DANVILLE | Commercial-News | | | | | | | | | |
| 36,765 | (e) **25,019x** | .085 | .057 | (I) (AP) (121-137) . | Commercial-News Co. E. C. Hewes, Pres.. | Edw. C. Hewes..... H. Clyde Gibson.... | Howard B. Keck.... C. M. Davidson (sp). | Edw. C. Hewes..... Guy F. Kitchen (bm), John A. Funk (cm). | Robert C. Pace..... Guy F. Kitchen (n) L. C. Schultz (cl) | John A. Cope |
| | Sunday edition (S) **25,115x** | .085 | .057 | | | | | | | |
| DECATUR | Herald | | | | | | | | | |
| 57,411 | (m) **19,204** | .... | .... | (I) (AP, INS) (E) (100) | Decatur Newspapers, Inc. H. C. Schaub, Pres. | Edward E. Lindsay.. (me) | H. V. Millard (sp)... ..... | Frank M. Lindsay... F. W. Schaub (bm).. Jesse B. Birks (cm) | B. C. Whitsitt ... E. O. McCann (cl) | R. A. Stewart |
| | Review (e) **21,279** | .... | .... | | | | | | | |
| | Combined daily (me) **40,483** | .14 | .... | | | | | | | |
| | Sunday edition (S) **35,870** | .14 | .... | | | | | | | |
| DE KALB | Chronicle | | | | | | | | | |
| 8,545 | (e) 4,471 | .03 | .02 | (R) (UP) (none).... | Chronicle Pub. Co.... F. W. Greenaway, Pres. | F. W. Greenaway.... | Emil Anderson..... C. E. Raymond (sp). | E. J. Raymond..... Roy L. Highfield (cm) | Glen Dellinger..... | J. H. Robinson |
| | Independent (e) ..... | .014 | .... | (R) (J) (3)..... | R. B. Newcomer & L. B. Tyrrell, Pubs. | R. B. Newcomer..... | ..... | ..... | ..... | ..... |

*(Continued on page 28)*

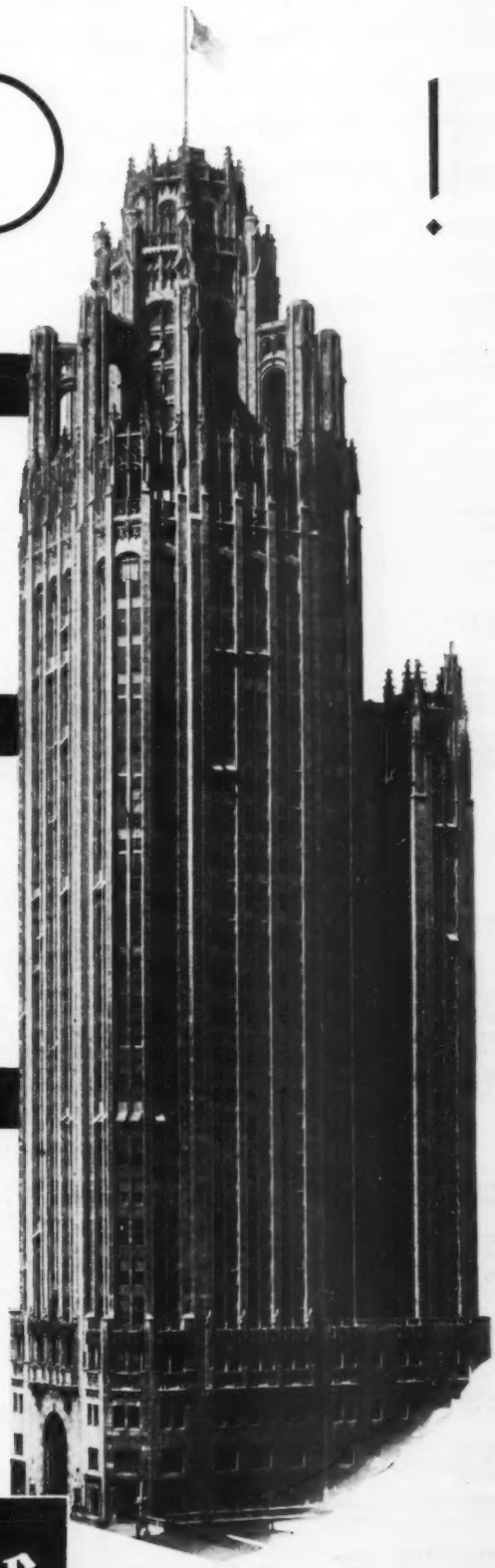
# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## ILLINOIS (Continued)

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| DIXON | Telegraph | | | | | | | | | | |
| 9,908 | (e) | **3,576** | .04 | .... | (R) (AP) (J) (70) | M. S. Shaw | Geo. B. Shaw<br>E. E. Holdridge | E. E. Holdridge | M. S. Shaw (bm)<br>R. Fulton (cm) | Wm. Fulton | F. Ball<br>R. Shaw (j) |
| DU QUOIN | Call | | | | | | | | | | |
| 7,593 | (e) | 1,398 | .025 | .02 | (I) (UP) (J) (none) | A. W. Essick | A. W. Essick | M. C. Sisney | | Geo. Shoaff<br>J. Sneed (n) | S. D. Hestand |
| | News & Review | | | | | | | | | | |
| | (e) | 754 | .02 | .... | (I) (AP) (28) | A. M. Pierman & J. E. Weber, Pubs. | | | | | |
| EAST ST. LOUIS | Journal | | | | | | | | | | |
| 74,347 | (e) | **11,242** | .06 | .04 | (I) (UP, INS) (109) | East Shore Newspapers, Inc.<br>F. M. Lindsay, Pres. | Edward Lindsay<br>R. L. Sink | Robert Schaub<br>Earl Brady (sp) | P. H. Wire<br>F. W. Schaub (bm)<br>W. Rex Fisher (cm) | R. S. White<br>W. E. Traylor (cl) | |
| | Sunday edition | | | | | | | | | | |
| | (S) | **9,721** | .06 | .04 | | | | | | | |
| EDWARDSVILLE | Intelligencer | | | | | | | | | | |
| 6,235 | (e) | 4,886 | .035 | .035 | (R) (UP) (†) (J) (128) | Intelligencer Pub. Co.<br>G. S. Giese, Pres. | S. D. Mendenhall | H. C. Crocker<br>Bruce Crossman (sp) | S. R. Jones (cm) | S. R. Jones | Jas. Broderick |
| EFFINGHAM | Record | | | | | | | | | | |
| 4,978 | (e) | 3,691 | .032 | .... | (none) | Geo. M. Lacrone | Geo. M. Lacrone | | | | |
| ELDORADO | Journal | | | | | | | | | | |
| 4,480 | (e) | 1,520 | .02 | .02 | (R) (INS) (J) (none) | L. O. Trigg | L. O. Trigg | Madeline Esarey<br>Wm. Melton (sp) | L. O. Trigg<br>K. R. Trigg (cm) | | K. R. Trigg |
| | News | | | | | | | | | | |
| | (e) | 1,585 | .021 | .... | (I) (AP) (J) (none) | News Co.<br>S. B. Hardy, Pres. | S. B. Hardy & W. A. Drobeck | | S. B. Hardy<br>O. R. Aleshire (cm) | | R. Clippinger |
| ELGIN | Courier-News | | | | | | | | | | |
| 35,912 | (e) | **15,751** | .07 | .... | (I-R) (AP) (†) (102) | Courier-News Pub. Co.<br>R. E. Fedou, Pres. | R. Eaton Fedou<br>John E. Thompson | Kendall White<br>Richard Lee (sp) | R. E. Fedou (bm)<br>Howard Jones (cm) | E. C. Gage<br>C. E. Mackenzie (n) | Herbert Clark |
| EVANSTON | News-Index | | | | | | | | | | |
| 63,338 | (e) | 5,390 | .05 | .05 | (I-R) (UP) (mer) (†) (J) (E) (43) | News-Index, Inc.<br>Merle Slane, Pub. | G. W. Barrette | H. N. Kenny<br>W. N. Colbath (sp) | Merle Slane<br>A. K. Goetze (bm)<br>J. E. Freeman (cm) | C. A. Elliott<br>P. R. Jeanmaire (cl) | Harry Chirpe<br>R. W. Coburn (j) |
| FLORA | News | | | | | | | | | | |
| 4,493 | (e) | 3,037 | .03 | .03 | (I) (UP) (J) (41) | Record Pub. Co.<br>L. M. Wood, Pres. | L. M. Wood | Pauline J. Colburn<br>Louis Rider (sp) | L. M. Wood | G. Earl Wood | G. Earl Wood |
| | (After Mar. 1, will use AP service.) | | | | | | | | | | |
| FREEPORT | Journal-Standard | | | | | | | | | | |
| 22,045 | (e) | **9,548** | .042 | .... | (I) (AP, UP) (J) (2) | Donald L. Breed. | Donald L. Breed. | Thos. P. Lawless<br>M. Douglas Grant (sp) | W. H. Kunz<br>A. E. Wheeland (cm) | Karl Hepler<br>Ralph Morrow (cl) | Wm. Lamar<br>Florence Smith (j) |
| GALENA | Gazette | | | | | | | | | | |
| 4,742 | (e) | 1,000 | .018 | .... | (R) (AP) (J) (none) | C. E. Grimm, Pres. | A. W. Glissner<br>H. J. Grimm (sp) | E. B. Heron<br>R. B. Grimm (sp) | Harriet J. Grimm (bm)<br>D. W. Whippe (cm) | H. J. Grimm | J. H. Grimm |
| GALESBURG | Register-Mail | | | | | | | | | | |
| 28,830 | (e) | **17,715** | .06 | .045 | (R) (AP, UP) (J) (2) | F. R. Jelliff, Pres.<br>O. N. Custer, Pub. | F. R. Jelliff<br>W. W. Whipple | Emil Dalberg<br>Gilbert Johnson (sp) | Omer N. Custer<br>T. M. Kearney (cm) | J. M. Carley<br>F. S. Hinman (n)<br>H. Tucker (cl) | H. J. Lowe<br>Guy Cole (j) |
| HARRISBURG | Register | | | | | | | | | | |
| 11,625 | (e) | 4,112 | .035 | .028 | (I) (UP) (J) (70) | Register Pub. Co., Inc.<br>Mrs. D. M. Seright, Pres. | Curtis G. Small | W. Kenneth Turner<br>Casey Dempsey (sp) | Curtis G. Small<br>A. M. Debes (cm) | W. V. Rathbone<br>Mary Richardson (cl) | N. N. McKeel<br>J. O. Wells (j) |
| HERRIN | Journal | | | | | | | | | | |
| 9,708 | (e) | 4,046 | .04 | .... | (D) (INS) (J) (70) | Egypt Pubs., Inc.<br>D. C. Grear, Pres. | H. W. Trovillion & D. C. Grear | | Mary Garagiola (cm) | Harold E. Grear | |
| HOOPESTON | Chronicle-Herald | | | | | | | | | | |
| 5,613 | (e) | 2,265 | .025 | .02 | (I) (UP) (J) (143) | A. S. Littick & R. S. Hay | R. S. Hay | | | A. S. Littick | A. S. Littick |
| JACKSONVILLE | Courier | | | | | | | | | | |
| 17,747 | (e) | **2,401** | .... | .... | (I) (AP) (J) (70) | Journal-Courier Co.<br>W. A. Fay, Pres. | B. B. Ridgway (e)<br>Reaugh Jennings (m) | Ernest Savage (sp) | W. A. Fay<br>Randall Doyle (cm) | E. A. Olds<br>K. Evans (n) | C. E. Newport |
| | Journal | | | | | | | | | | |
| | (m) | **4,386** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | | |
| | (me) | **6,787** | .045 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | | |
| | (S) | **4,398** | .045 | .... | | | | | | | |
| JERSEYVILLE | Democrat | | | | | | | | | | |
| 4,309 | (e) | 500 | .007 | .... | (D) (J) (none) | J. M. Page | J. M. Page<br>Margaret DeBaun | A. Thatcher | | | C. P. Atchison |
| JOLIET | Herald-News | | | | | | | | | | |
| 42,993 | (e) | **18,037** | .08 | .04 | (I-R) (AP) (†) (102) | John F. Lux | L. F. Filson | O. L. Anderson | John F. Lux<br>Fred H. Newman (cm) | Ray M. Howk<br>Axel Sundstrom (cl)<br>Frank Lee (cl) | |
| | Sunday edition | | | | | | | | | | |
| | (S) | **17,924** | .08 | .04 | | | | | | | |
| KANKAKEE | Republican-News | | | | | | | | | | |
| 20,620 | (e) | 11,567 | .06 | .... | (R) (AP, UP, INS) (J) (70) | Republican Co.<br>L. C. Small, Pres. | H. B. DeBaun<br>Leslie Small | H. Schmidt<br>O. Allen (sp) | A. J. Deslauriers | Fred Kamp<br>Bess S. Nellinger (n) | D. W. Wood |
| KEWANEE | Star-Courier | | | | | | | | | | |
| 17,093 | (e) | **8,263** | .05 | .... | (I-R) (AP) (†) (J) (109) | Star-Courier Co.<br>E. P. Adler, Pres.<br>P. D. Adler, Pub. | Philip D. Adler<br>C. R. Ketridge | C. R. Ketridge<br>C. O. Schlaver (sp) | Philip D. Adler<br>Ed Mill (cm) | W. H. Harper<br>P. D. Adler (n)<br>C. A. Patterson (cl) | E. P. Fuller<br>Ivan Bell (j) |
| LA SALLE | Post-Tribune | | | | | | | | | | |
| 13,149 | (e) | **7,302** | .045 | .... | (I-R) (AP) (2) | Post Co.<br>D. W. Grandon, Pres. | Preston F. Grandon<br>Curtis H. Clay | Robt. Unzicker<br>M. J. Bender (sp) | P. F. Grandon<br>Victor Frisol (cm) | R. L. McAllister<br>P. F. Grandon (n) | John Larson |
| LAWRENCEVILLE | Record | | | | | | | | | | |
| 6,293 | (e) | 3,546 | .025 | .014 | (I) (UP) (J) (none) | Lawrenceville Pub. Co., Inc.<br>G. C. Armstrong, Pres. | Geo. C. Armstrong | R. W. McMichael<br>C. Armstrong (sp) | G. C. Armstrong<br>Vera V. Harris (cm) | Wm. B. Bey | Wm. Calvin Reynolds<br>Warren Chamblin (j) |
| LEWISTOWN | Record | | | | | | | | | | |
| 2,249 | (e) | 1,080 | .018 | .... | (R) (UP) (J) (3) | W. J. Duvall | W. J. Duvall | | | | |
| LINCOLN | Courier | | | | | | | | | | |
| 12,875 | (e) | **4,117** | .035 | .... | (I) (AP) (J) (128) | Courier-Herald Co., Inc.<br>Alleyne Carpenter Nugent, Pres. | B. C. Snider | Wilbur E. Layman (sp) | | J. Lithgow Nugent | David Stewart<br>J. O. Lenhardt (j) |
| LITCHFIELD | News-Herald | | | | | | | | | | |
| 6,612 | (e) | 3,376 | .03 | .025 | (I) (UP) (J) (none) | Litchfield Ptg. & Stn. Co. | Frank P. Hanafin | | Frank P. Hanafin | | |
| MACOMB | Journal | | | | | | | | | | |
| 8,509 | (e) | 6,082 | .04 | .03 | (R) (AP) (J) (2) | Journal Ptg. Co.<br>Mrs. W. H. Hainline, Pres. | A. L. Hainline | L. A. Randolph<br>Vail Morgan (sp) | W. H. Rudolph<br>M. Barclay (cm) | Vern Barnes<br>W. H. Rudolph (n)<br>D. Sullivan (cl) | W. Ward<br>C. Hill (j) |
| MARION | Post | | | | | | | | | | |
| 9,033 | (e) | 3,010 | .025 | .018 | (D) (UP) (mer) (†) (J) (70) | S. K. Casey | S. K. Casey | Mrs. E. T. Holland<br>E. R. Jones (sp) | S. K. Casey<br>Mrs. E. T. Holland (cm) | H. S. Holland | W. T. Wilson |
| | Republican | | | | | | | | | | |
| | (e) | 3,137 | .025 | .02 | (I-R) (INS) (†) (J) (28) | Republican-Leader Co.<br>W. O. Paisley, Pres. | W. O. Paisley<br>Oldham Paisley | Homer M. Butler | W. O. Paisley<br>G. W. Paisley (cm) | Mrs. W. O. Paisley | W. B. Butler |
| MARSEILLES | Press | | | | | | | | | | |
| 4,292 | (e) | 980 | .018 | .... | (I) (INS) (J) (none) | W. I. Dunlop & Sons. | C. I. Dunlop | | E. R. Dunlop (bm) | E. R. Dunlop | |
| MATTOON | Journal-Gazette | | | | | | | | | | |
| 16,507 | (e) | **5,128** | .04 | .035 | (I-R) (INS) (†) (J) (2) | Journal Co.<br>H. F. Kendall, Pres. | H. F. Kendall | J. J. Pennington | W. B. Hamel | | Walter Kemper |
| MOLINE | Dispatch | | | | | | | | | | |
| 32,236<br>45,972 (ABC City) | (e) | **12,878** | .055 | .048 | (I-R) (AP) (†) (2) | Dispatch Pub. Co.<br>P. S. McGlynn, Pres. | L. R. Blackman<br>M. W. Campbell (ass. ed) | Fred A. Klann<br>L. O. Calloway (sp) | Harry A. Sward<br>Leonard Barland (cm) | Clarence Lucas<br>August Sundine (n)<br>Earl Killion (cl) | N. O. W. Johnson<br>Otto Kurrle |
| MONMOUTH | Review-Atlas | | | | | | | | | | |
| 8,666 | (e) | **4,364** | .035 | .03 | (I) (AP) (†) (J) (none) | Review-Atlas Ptg. Co.<br>H. R. Moffet, Pres. | Hugh R. Moffet | Leo Ryan<br>Ralph Eckley (sp) | Victor Moffet<br>Z. Hamburg (cm) | Lee J. Sharp<br>M. Wennerburg (cl) | Lou Hastings<br>Smith Brinker (j) |
| MORRIS | Herald | | | | | | | | | | |
| 5,568 | (e) | 3,125 | .025 | .... | (R) (INS) (J) (41) | Morris Herald, Inc.<br>L. B. Sackett, Pres. | H. M. Jensen<br>L. B. Sackett | | | | |
| MOUNT CARMEL | Republican-Register | | | | | | | | | | |
| 7,132 | (e) | 3,403 | .025 | .021 | (I) (UP) (J) (105-4) | Register Co.<br>A. L. Richmond, Pres. | Earl Allison (me) | Earl Allison | A. L. Richmond<br>Juanita Rigg (cm) | Jesse Reeves<br>F. Reisinger (n) | C. M. Malcolm<br>Glen Schuler (j) |

(*Continued on page* 30)

# SUPREME IN CHICAGO !



## FIRST IN INFLUENCE

Because the Chicago Tribune is first of all a newspaper, because in the 86 years which this Chicago institution has been serving Chicago it has placed its first duty to readers, giving them a comprehensive coverage of the news without bias or prejudice—for these reasons the Chicago Tribune has more influence with readers than any other Chicago newspaper.

## FIRST IN CIRCULATION

Because they like the Chicago Tribune's presentation of the news, because they like its features, its virility, its character, 620,000 families in Chicago and suburbs read the Tribune regularly. This is 59% more families than read any other Chicago daily newspaper. And on Sunday, the Tribune is read by 243,000 additional families of the same high type living in cities and towns adjacent to metropolitan Chicago.

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GENERAL ADVERTISING
RETAIL ADVERTISING
FINANCIAL ADVERTISING
AUTOMOTIVE ADVERTISING

**Chicago Tribune**

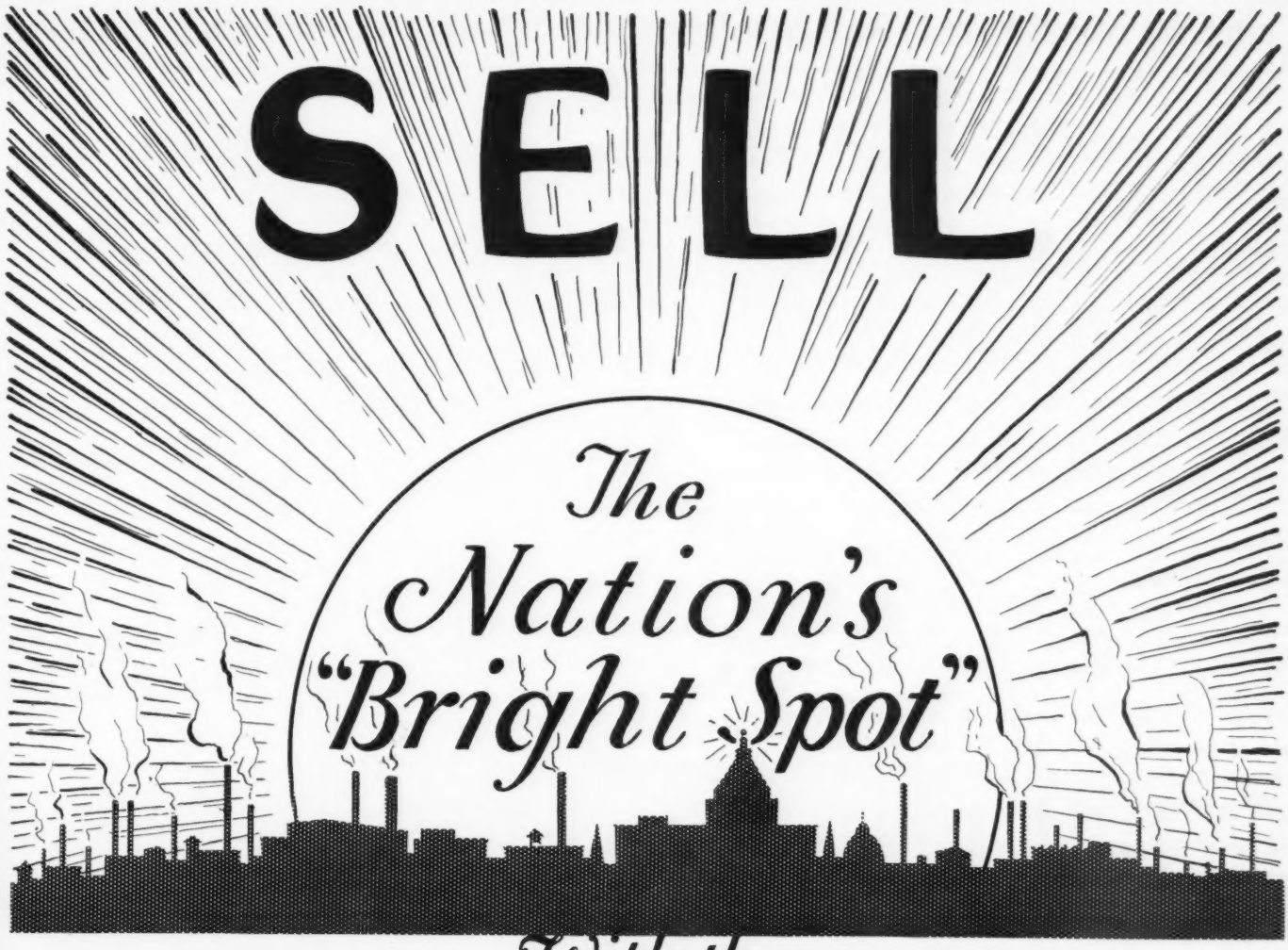
THE WORLD'S GREATEST NEWSPAPER

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## ILLINOIS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MOUNT VERNON<br>12,375 | Register-News<br>(e) **5,831** | .04 | .03 | (I) (AP) (J) (70) | Register-News Co.<br>J. H. Rackaway, Pres. | Edwin Rackaway | J. Frank Bogan | C. J. Thompson (bm)<br>Orian Metcalf (cm) | C. J. Thompson | Leslie Shehorn<br>C. J. Thompson (j) |
| MURPHYSBORO<br>8,182 | Independent<br>(e) **3,033** | .03 | .03 | (I) (UP) (mer) (J) (105-4) | Independent Pub. Co.<br>J. E. Rockwell, Pres. | James E. Rockwell<br>Wm. G. Pigott | | J. E. Rockwell<br>Dorothy J. Loless (bm)<br>Ella Hassebrock (cm) | Wm. B. Inman<br>Margaret Shadron (cl) | Albert Charles |
| OLNEY<br>6,140 | Mail<br>(e) 3,465 | .025 | .025 | (I) (INS) (†) (41) | Mail Pub. Co., Inc.<br>L. D. Yount, Pres. | Losier D. Yount | Allen Yount<br>Jas. Armsey (sp) | Losier D. Yount<br>Carmen Michels (cm) | Losier D. Yount | Levi Tennyson |
| OTTAWA<br>15,094 | Republican-Times<br>(e) **6,874** | .045 | .045 | (I-R) (UP) (2) | Republican-Times Ptg. Co.<br>F. A. Sapp, Pres. | L. M. Davis | J. R. Beffel<br>A. M. Sapp (sp) | Fred A. Sapp<br>V. A. Capsel (cm) | E. J. Kelly<br>F. A. Sapp (n)<br>H. L. Meady (cl) | L. M. Gonigam |
| PANA<br>5,835 | Palladium<br>(e) 1,100 | .021 | .021 | (D) (J) (143) | Dorothy Michaels, Pres.<br>W. B. Jordan, Pub. | Winfield B. Jordan | Will F. Jordan | Winfield B. Jordan | Winfield B. Jordan | G. W. Courtney (j) |
| PARIS<br>8,781 | Beacon-News<br>(e) 5,598 | .04 | .... | (I-R) (UP) (J) (2) | Beacon Pub. Co.<br>E. M. Jenison, Pres. | Edward H. Jenison | E. H. Jenison<br>W. S. Jump, (sp) | E. M. Jenison | E. M. Jenison | Homer Hill<br>Ross Morton (j) |
| PAXTON<br>2,892 | Record<br>(e) 815 | .014 | .... | (R) (J) (none) | H. A. Stevens | H. H. Stevens | | H. N. Stevens | | |
| PEKIN<br>16,129 | Times<br>(e) 5,127 | .035 | .03 | (I) (UP) (2) | F. F. McNaughton | F. F. McNaughton | L. B. Watson<br>Dick Joerger (sp) | Mildred Beardsley<br>Joe Smith (city cm)<br>Paul Ketcham (rur.cm) | D. W. Dittmer | Byron Phillippe |
| PEORIA<br>104,969 | Journal<br>(e) **24,905**<br>Transcript<br>(m) **8,578**<br>Combined daily<br>(me) **33,483**<br>Sunday edition<br>(S) **30,492** | ....<br>....<br>.09<br>.09 | ....<br>....<br>.08<br>.08 | (I) (AP) (*S) (mer) (†) (E) (43) | Journal-Transcript, Inc.<br>Mrs. H. M. Pindell, Pres. | F. A. Stowe<br>Carl P. Slane | F. L. McGrew<br>Kenneth Jones (sp)<br>R. M. Shepherdson (Su) | Carl P. Slane<br>I. F. Block (cm) | E. H. Maloney<br>R. A. Pratt (n)<br>H. A. Dryden (cl) | Frank Tobias |
| | Star<br>(e) **27,679**<br>Sunday edition<br>(S) **31,649** | .07<br>.07 | ....<br>.... | (I) (UP, INS) (*S) (†) (E) (53) | Star Co.<br>Mrs. F. G. Baldwin, Pres. | Chas. B. Smith (me) | Chas. B. Smith<br>Fred Tuerk (sp) | Clarence Eyster (chm bd)<br>Clarence Eyster (cm) | Louis Proehl<br>Roy F. Ballou (cl) | Bert Manning |
| PERU<br>9,124 | News-Herald<br>(e) 2,385 | .025 | .021 | (I) (AP) (128) | Daily News-Herald, Inc.<br>H. R. Convin, Pres. | Ira J. Williams<br>LaVerne Waltman | Frank Metzinger (sp. | | Chas. Miller | Leo Leittel |
| PONTIAC<br>8,272 | Leader<br>(e) 2,887 | .03 | .... | (I-R) (UP) (J) (69) | Leader Pub. Co.<br>L. V. Pearre, Pres. | L. V. Pearre | G. L. Bigelow<br>S. E. Nichols (sp) | L. A. Clark<br>Thelma Donnell (cm) | L. A. Clark | C. S. Brydia |
| QUINCY<br>39,241 | Herald-Whig<br>(e) **21,861**<br>Sunday edition<br>(S) **22,650** | .11<br>.11 | ....<br>.... | (I) (AP) (2) | Quincy Newspapers, Inc.<br>A. O. Lindsay, Pres. | C. F. Eichenauer<br>R. M. Switzer (asso.) | David Tuffli<br>Fred Gray (sp) | Ray M. Oakley<br>L. Thornhill (cm) | A. O. Lindsay<br>Louis Straley (cl) | Sherman Irish |
| ROBINSON<br>3,668<br>4,761 (City Zone) | News<br>(e) 3,185 | .03 | .03 | (I) (UP) (†) (J) (none) | Lewis & Lewis | K. V. Lewis | Geo. H. McCarty | K. V. Lewis<br>A. P. Lewis (cm) | H. L. Thompson<br>Merle Richards (cl) | O. Willenborg<br>Clyde Smith (j) |
| ROCKFORD<br>85,864<br>100,179 (ABC City) | Journal<br>(e) 5,912 | .04 | .035 | (R) (†) (J) (28) | Journal Pub. Co., Inc.<br>G. T. Liddell, Pres. | Geo. T. Liddell<br>Henry S. Ehle | Henry S. Ehle | Geo. T. Liddell | Henry S. Ehle (n)<br>Mabel Haynes (cl) | |
| | Register-Republic<br>(e) **23,192**<br>Star<br>(m) **23,328**<br>Combined daily<br>(me) **46,520**<br>Sunday edition<br>(S) **24,505**<br>Daily & Sunday<br>(MSorES) | ....<br>....<br>.16<br>....<br>.16 | ....<br>....<br>....<br>....<br>.... | (R) (AP, INS, UP) (†) (E) (76)<br>(R) (AP, UP) (†) (E) (76) | Rockford Consolidated Newspapers, Inc.<br>Mrs. Ruth Hanna Simms, Pres. & Pub. | T. Barney Thompson<br>Robt. F. Rogan (me-e)<br>John W. Grimes (me-m) | Allen Brophy (e)<br>John R. Rust (m)<br>Richard Ramey (sp-e)<br>Harry D. Milne (sp-m) | E. Kenneth Todd (bm)<br>Frank K. White (cm) | Russell Chapman<br>K. J. Nattrass (cl) | |
| ROCK ISLAND<br>37,953 | Argus<br>(e) **12,439** | .055 | .04 | (I) (AP) (2) | J. W. Potter Co.<br>J. W. & Ben H. Potter, Pubs.<br>Mrs. M. E. Potter, Pres. | John W. Potter<br>A. H. Williams (news) | Herbert E. Wilson<br>Maurice Corken (sp) | Ben H. Potter (bm)<br>H. A. Nelson (cm) | Leslie C. Johnson<br>F. J. Mueller (n)<br>W. A. Billesbach (cl) | W. F. Schmacht |
| SAVANNA<br>5,086 | Times-Journal<br>(e) 2,004 | .02 | .025 | (I) (UP) (70) | Times-Journal, Inc.<br>F. J. Stransky, Pres. | D. C. Pickard | Florence D. Clikeman<br>Nels Schmidt (sp) | D. C. Pickard<br>Kathryn King (cm) | J. E. King | Floyd Douglas<br>E. P. Greenleaf (j) |
| SHELBYVILLE<br>3,491 | Union<br>(e) 1,156 | .014 | .... | (I) (UP) (J) (none) | Union Pub. Co | Wm. H. Taylor | Quentin Storm | W. H. Taylor | | W. H. Taylor (j) |
| SPRINGFIELD<br>71,864 | Ill. State Journal<br>(m) **31,334**<br>Sunday edition<br>(S) **28,280** | .08<br>.08 | .07<br>.07 | (R) (AP, UP) (†) (102) | Ira C. Copley | J. Emil Smith | Robt. A. Rennick<br>R. A. Drysdale (sp) | A. W. Shipton<br>J. Paul Kienzle (cm) | W. F. Dagon<br>R. M. McLean (n)<br>Roy C. Parrish (cl) | Thos. F. Grady |
| | Ill. State Register<br>(m) **28,619**<br>Sunday edition<br>(S) **25,110** | .08<br>.08 | .057<br>.057 | (I-D) (AP, INS) (†) (146) | G. M. Clendenin | V. Y. Dallman<br>R. L. Stubbs | Geo. Munford<br>F. A. Weir (sp) | G. M. Clendenin<br>F. V. Schuch (cm) | W. H. Henkes<br>F. A. Harbauer (cl) | A. R. Wilcox |
| STERLING<br>10,013 | Gazette<br>(e) **6,006** | .045 | .... | (I) (AP) (2) | Gazette Co.<br>D. W. Grandon, Pres. | D. W. Grandon<br>Geo. G. Grandon | Orville S. Storm<br>Harry Kidd (sp) | D. W. Grandon<br>A. C. Carlson (bm) | G. L. Robinson<br>R. C. Pettit (cl) | Cyril Tyne |
| STREATOR<br>14,728 | Times-Press<br>(e) **6,519x** | .045 | .04 | (I) (INS) (2) | Times-Press Pub. Co. | John R. Fornof | Wm. J. Godfrey<br>Ralph Hart (sp) | John R. Fornof<br>G. C. Stevens (cm) | John L. Perry | G. W. Davidson |
| TAYLORVILLE<br>7,316 | Breeze-Courier<br>(e) ..... | 029 | .021 | (R) (AP) (*Sat) (J) (70) | Breeze Ptg. Co., Inc.<br>Frank Reed, Pres. | Frank Reed<br>C. F. Jewell | C. F. Jewell | C. F. Jewell<br>R. A. Jewell (cm) | Earl Jewell | W. B. Cross<br>C. F. Jewell (j) |
| | (Note: Breeze and Courier merged, effective Jan. 15—Breeze, **3,006** A B C; Courier, **1,136** A B C circulations, prior to merger.) | | | | | | | | | |
| URBANA<br>13,060 | Courier<br>(e) 2,523 | .03 | .... | (R) (UP) (J) (none) | Courier Co.<br>A. T. Burrows, Pres. | A. T. Burrows | Wayne Rea<br>Wilmore Hastings (sp) | A. T. Burrows<br>Miss Gene Slusser (bm)<br>E. B. Martin (cm) | Chas. McQuay<br>Miss Gene Slusser (n) | Claude Kinnear<br>W. H. Wright (j) |
| WAUKEGAN<br>33,499 | News-Sun<br>(e) **9,755** | .065 | .04 | (I-R) (AP, INS, UP) (†) (J) (128) | Keystone Ptg. Service<br>F. H. Just, Pres. | Frank H. Just | Robert Douglas<br>J. Levandusky (sp) | Wm. L. Just<br>F. Ward Just (bm)<br>Frank Barney (cm) | Lawrence Comstock<br>Hobart Hoye (n)<br>D. Conrad (cl) | Wm. Grams |
| WEST FRANKFORT<br>14,683 | American<br>(e) 3,565 | .035 | .... | (R) (UP) (J) (70) | American Co., Inc.<br>W. A. Kelly, Pres. | W. A. Kelly | Roger C. Kelly | W. Henson Purcell | T. J. Elkins | C. C. Cooper |
| WHEATON<br>7,258 | Journal<br>(e) 1,660 | .025 | .025 | (I) (J) (none) | Geo. M. Smith | Geo. M. Smith | W. C. Vining | G. M. Reinig (bm) | W. A. Turner<br>G. M. Smith (n)<br>A. Gary (cl) | C. H. Hanson |
| WOOD RIVER<br>8,176 | Press<br>(e) 1,192 | .018 | .... | (none) | C. V. Stahl | C. V. Stahl | | | | |
| WOODSTOCK<br>5,471 | Sentinel<br>(e) **3,176** | .03 | .... | (I) (J) (none) | C. F. Renich | C. F. Renich | | C. F. Renich | C. F. Renich | E. A. DeCroix |

*(Continued on page 32)*

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CLASSIFIED ADV.

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*Elec. Appl.
Grocers
Heating & Plumbing
Insurance
*Insurance
Jewelers
*Jewelry
*Medical
*Men's Wear
Miscellaneous
*Miscellaneous
Musical Instruments
Radio
*Radio
Sporting Goods
Stationers
*Transportation

(*General Adv.)

●Conditions in PEORIAREA are best in several years.

●Payrolls are up 30% over last year in dollars and total wage earners have exceeded 40,000. One contractor, alone, has a weekly payroll of over $55,000.

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—●—

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## INDIANA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALEXANDRIA | News (e) 674 | .014 | .... | (28) | K. J. Sullivan | C. Holloway | | K. J. Sullivan | | |
| 4,408 | Times-Tribune (e) 1,610 | .015 | .... | (I) (INS) (mer) (†) (J) (128) | DeLoss Arnold | R. M. Yelvington | | DeLoss Arnold | I. G. Arnold (n) | |
| ANDERSON | Bulletin (e) **13,061** | .055 | .... | (I) (AP) (2) | Bulletin Ptg. & Mfg. Co Thos. McCullough, Pres. | | | Thos. McCullough | | |
| 39,804 | Herald (m) **9,783** | .045 | .... | (R) (AP) (96) | Herald Pub. Co. Mrs. H. W. Toner, Pres. | O. W. Blueme (me) | | J. A. Keefe<br>E. O. Bailey (cm) | | |
| | Sunday edition (S) **10,177** | .045 | .... | | | | | | | |
| ATTICA | Ledger-Tribune (e) 1,900 | .025 | .... | (R) (INS) (J) (†) (70) | J. F. McDermond, Jr. | J. F. McDermond, Jr. | E. L. Ray<br>F. R. Cox (Sp) | J. F. McDermond, sr.<br>Clyde Shuppert (cm) | J. F. McDermond, Sr.<br>A. W. Cooley (n)<br>Ella Lawson (cl) | LeRoy Bales |
| 3,700 | | | | | | | | | | |
| AUBURN | Star (e) 2,073 | .02 | .... | (I) (UP) (J) (none) | V. E. Buchanan | | | G. H. Hachet (bm)<br>F. H. Nicolai (cm) | V. E. Buchanan | |
| 5,088 | | | | | | | | | | |
| BEDFORD | Mail (e) ..... | .025 | .... | (R) (UP) (none) | Fred B. Otis | Fred B. Otis | | Fred B. Otis | | |
| 13,208 | Times (e) 3,710 | .025 | .017 | (D) (AP) (J) (none) | Charles P. Butler | Charles P. Butler | R. B. Dye | | W. E. Crawford | B. Moore<br>H. Young (j) |
| BICKNELL | News (e) 2,734 | .02 | .... | (I-R) (UP) (128) | Bicknell Newspapers, Inc. Eugene Pulliam, Pres. | R. E. Osborn | | R. E. Osborn<br>Mrs. Avenell Powell (bm)<br>Eddie Lloyd (cm) | Avenell Powell | W. Powell |
| 5,212 | | | | | | | | | | |
| BLOOMFIELD | World (e) 1,703 | .025 | .018 | (D) (J) (28) | James Law | James Law | Mary N. Slinkard<br>William Law (sp) | James Law<br>Mary N. Slinkard (cm) | James Law<br>Mary N. Slinkard (cl) | L. F. Norris |
| 2,298 | | | | | | | | | | |
| BLOOMINGTON | Telephone (e) **5,666** | .05 | .... | (I-R) (UP, INS) (J) (128) | Blaine W. Bradfute | Blaine W. Bradfute | Herbert Skirvin<br>W. S. Bradfute (sp) | Caroline Payne (bm) | Leo Brown | S. Decker |
| 18,227 | World (e) **2,446** | .03 | .025 | (D) (AP) (†) (J) (28) | Purcell Pub. Co. Ella R. Purcell, Pres. | Geo. W. Purcell | William C. Miller<br>John Sembower (sp) | Geo. W. Purcell<br>L. V. Cotton (cm) | John S. Neal<br>E. Mills (cl) | M. Crites<br>C. Davis (j) |
| BLUFFTON | News-Banner (e) 4,302 | .032 | .... | (I) (UP) (J) (none) | News-Banner Corp. David H. Swaim, Pub-Pres. | Roger G. Swaim | Orin O. Craven<br>Franklin Buckner (sp) | Roger R. Swaim<br>F. G. Thompson (bm)<br>B. L. Hart (cm) | P. F. Hermann<br>Roger G. Swaim (n)<br>Elizabeth White (cl) | C. Anderson<br>F. Ulmer (j) |
| 5,074 | | | | | | | | | | |
| BRAZIL | Times & News (e) 4,276 | .035 | .03 | (R) (UP) (†) (J) (70) | Henkel Pub. Co. Geo. H. James, Pres. | Ralph H. Plumb<br>Geo. H. James | Ralph H. Plumb<br>Jos. P. Badger (sp) | James A. Raper<br>Carl A. Cottom (cm) | Jos. P. Badger<br>H. A. Potts (n)<br>M. Campbell (cl) | J. Asdale<br>J. E. Frew (j) |
| 8,744 | | | | | | | | | | |
| CLINTON | Clintonian (e) 1,830 | .025 | .... | (I-R) (UP) (†) (J) (70) | Pierce Press, Inc. Harriet R. Pierce, Pres. | Warren H. Pierce | | D. L. Stitt<br>E. W. Gauss (cm) | E. B. Vaughn (n) | A. E. Van Horn |
| 7,936 | | | | | | | | | | |
| COLUMBIA CITY | Commercial-Mail (e) 1,233 | .... | .... | (R) (UP) (†) (J) (128) | Post & Mail Pub. Co. | F. W. Riddick (C-M)<br>James D. Adams (P) | John Q. Adams | James D. Adams &<br>F. W. Riddick (bm) | Foster W. Riddick | R. Gregg |
| 3,805 | Post (e) 1,643 | .... | .... | (D) (UP) (†) (J) (128) | | | | | | |
| | Combined evening (e) 2,876 | .03 | .... | | | | | | | |
| COLUMBUS | Herald (e) ..... | .014 | .... | (D) (none) | D. D. Locke | D. D. Locke | | D. D. Locke | | |
| 9,935 | Republican (e) **4,253** | .03 | .025 | (I-R) (AP) (none) | Raymond S. Brown | Melvin Lostutter<br>R. S. Brown | Robt. Gordon | Raymond S. Brown<br>W. H. Nicholson (cm) | Dallas Robertson<br>Lorella Boeschen (cl) | R. S. Brown |
| CONNERSVILLE | News-Examiner (e) 4,151 | .03 | .025 | (I) (AP) (mer) (†) (J) (119) | News-Examiner Co. Mrs. E. W. Tatman, Pres. | George S. Tatman<br>E. I. Higgs | C. Murray<br>Edw. Walker (sp) | George S. Tatman<br>H. D. Gilliland (cm) | J. L. Foster<br>G. S. Tatman (n)<br>V. Griffith (cl) | C. G. Chitwood<br>A. E. Neal (j) |
| 12,795 | | | | | | | | | | |
| CRAWFORDSVILLE | Journal-Review (e) **7,217x** | .05 | .... | (I) (AP) (†) (J) (70) | Journal-Review, Inc. A. M. Smith, Pres. | W. E. Coons | | Foster Fudge | | |
| 10,355 | | | | | | | | | | |
| DECATUR | Democrat (e) 3,042 | .025 | .... | (D) (UP) (J) (128) | Democrat Co. J. H. Heller, Pres. | J. H. Heller | Pete Reynolds (sp) | J. H. Heller<br>A. R. Holthouse (bm) | A. R. Holthouse | |
| 5,156 | | | | | | | | | | |
| EDINBURG | Courier (e) 1,480 | .02 | .... | (R) (J) (none) | E. C. Allison | E. C. Allison | | Russell Kelly (cm) | H. Allison (n) | |
| 2,209 | | | | | | | | | | |
| ELKHART | Truth (e) **12,123** | .055 | .... | (I) (AP) (41) | Truth Pub. Co., Inc. C. D. Greenleaf, Pres. | Tom H. Keene | Maurice Frink<br>T. Stephenson (sp) | Tom H. Keene<br>D. E. Miller (bm)<br>S. D. Danforth (cm) | W. M. Fuller | D. A. Letherman |
| 32,949 | | | | | | | | | | |
| ELWOOD | Call-Leader (e) 2,344 | .02 | .... | (R) (UP) (J) (128) | R. H. Carpenter | Harry Neanover | | R. H. Carpenter (bm) | | A. J. Smith |
| 10,685 | | | | | | | | | | |
| EVANSVILLE | Courier (m) **28,801** | .08 | .... | (I) (AP) (137-47) | Journal Pub. Co. Evansville Courier Ed. J. Fehn, Pub. Anna Bosse, Pres. | Don Scism (m)<br>J. C. Kerlin (e) | Monte Grant (ce-m)<br>E. Conrad (ce-e)<br>Dan Scism (sp) | Ed. J. Fehn<br>A. G. Hollander (bm)<br>G. R. Benedict (cm) | A. G. Hollander<br>D. C. Roberts (cl) | W. J. Rogers |
| 102,249 | Journal (e) **7,760** | .04 | .... | | | | | | | |
| | Combined daily (me) **36,561** | .10 | .... | | | | | | | |
| | Sunday edition (S) **29,238** | .08 | .... | | | | | | | |
| | Press (e) **19,860** | .06 | .... | (I) (UP) (†) (131) | Evansville Press Co. F. R. Peters, Pub-Pres. | F. R. Peters<br>F. R. Ford | C. A. Anderson (sp)<br>Clifton Brooks (Su) | F. R. Peters<br>F. T. Dreher (bm)<br>J. E. Price (cm) | W. H. Skelton<br>G. H. Williams (n)<br>W. J. Schoolfield (cl) | |
| | Sunday edition (S) **20,242** | .07 | .... | | | | | | | |
| FORT WAYNE | Journal-Gazette (e) **31,881** | .09 | .... | (D) (UP) (mer) (137-115a) | Journal-Gazette Co. Lew G. Ellingham, Pub-Pres. | Frank Roberts | Wm. M. Kellogg<br>Robt. A. Reed (sp)<br>M. M. Ellingham (Su) | Harry C. Fair (V-P)<br>L. G. Ellingham (bm)<br>W. G. Mercier (cm) | Abe Schaefer<br>Beatrice Zuber (cl) | Chas. F. Schafer |
| 114,946 | Sunday edition (S) **26,914** | .09 | .... | | | | | | | |
| | News-Sentinel (e) ***44,109** | .12 | .072 | (R) (AP, UP, INS) (*Sat) (2) | News Pub. Co. Oscar G. Foellinger, Pres. | Arthur K. Remmel | Bryan P. Martin<br>Howard Tenny (sp) | Oscar G. Foellinger<br>Clark A. Ferris (cm) | J. Earl Shea | |
| | *(Statement for period April 1 to May 23, 1933.) | | | | | | | | | |
| FRANKFORT | Times (m) 8,043 | .05 | .025 | (R) (AP) (J) (128) | G. Y. Fowler's Sons | Walter S. Fowler (me) | Paul J. Meifeld<br>Chas. Yarbrough (sp) | Max Fowler (bm)<br>Paul W. Sertain (cm) | Morris B. Fox<br>P. W. Sertain (n) | J. B. Agnew |
| 12,196 | Sunday edition (S) 8,043 | .05 | .... | | | | | | | |
| FRANKLIN | Star (e) 3,032 | .025 | .018 | (I) (UP) (†) (J) (none) | W. W. Aikens & R. H. Sellers, Pubs. | Raymond H. Sellers | Patrick Cuddy<br>Wilbur Lloyd (sp) | W. W. Aikens (bm)<br>M. L. Vandivier (cm) | J. A. Waggener<br>Edna Bass (cl) | N. Nay<br>W. W. Aikens (j) |
| 5,682 | | | | | | | | | | |
| GARY | Post-Tribune (e) **16,222x** | .08 | .053 | (I) (AP, UP, INS, CP) (22) | Gary Ptg. & Pub. Co. J. R. Snyder, Pub. H. B. Snyder, Pres. | H. B. Snyder<br>A. Myron Harris | Arnold Coons<br>Normay Werry (sp) | J. R. Snyder<br>G. R. Scott & F. E. Westcott (bm)<br>E. L. Todd (cm) | F. E. Westcott<br>P. H. Blue (cl) | A. S. Cutshaw |
| 100,246 | | | | | | | | | | |
| GOSHEN | News-Times & Democrat (e) 5,288 | .04 | .... | (I) (UP) (†) (J) (53) | News Ptg. Co. O. M. Kinnison & D. L. Barnhart (Pubs.) O. M. Kinnison, Pres. | R. C. Lehman<br>O. M. Kinnison | J. C. Hughes<br>Dale Peffley (sp) | Ted Lehman (cm) | Leon Summey<br>D. L. Barnhart (n) | |
| 10,397 | | | | | | | | | | |
| GREENCASTLE | Banner (e) 2,870 | .03 | .025 | (I-D) (UP) (J) (70) | S. R. Rariden | S. R. Rariden | | S. R. Rariden | | S. R. Rariden (j) |
| 4,613 | | | | | | | | | | |
| GREENFIELD | Reporter (e) 2,165 | .021 | .... | (I) (28) | Viola B. Spencer | D. B. Spencer | | Viola B. Spencer | | |
| 4,188 | | | | | | | | | | |
| GREENSBURG | News (e) 3,222 | .025 | .025 | (R) (AP) (J) (128) | News Pub. Co. L. D. Braden & E. J. Hancock, Pubs. L. D. Braden, Pres. | L. D. Braden | K. N. Rinker | E. J. Hancock<br>W. B. Lowe (bm)<br>C. B. Evans (cm) | Walter B. Lowe | W. H. Wintin<br>O. C. Perce (j) |
| 5,702 | | | | | | | | | | |

(*Continued on page* 34)

**Figures do not include meat markets, department store food departments, nor grocery and drug stores with a weekly business of less than $100.*

***It has been estimated that the volume of business of Indiana manufacturers in Indiana represents 10 to 15 per cent of their total business volume.*

*May and June were comparatively low months in all lines of business—the estimated figures given are therefore very conservative.*

The Indiana Gross Income Tax reports of 2,063* retail grocery stores in Indianapolis and its retail trading territory, for the months of May and June indicated a business volume of well over 41 million dollars for the year 1933.

A 13 million dollar retail drug store business was done in Indianapolis and its retail trading territory in 1933. This estimate is based on the Gross Income Tax reports of 460* retail drug stores in this territory for the months of May and June.

And the Gross Income Tax reports of 1,103 manufacturers in Indianapolis and its retail trading area for the months of May and June, indicated a business volume of well over $73,000,000 for the year 1933. This 73 million dollars represents the business volume of these 1,103 manufacturers in the state of Indiana only; it does not include their business volume outside the state.**

These figures (very conservative ones) offer ample proof that Indianapolis and the 20 counties in its retail trading territory provide a profitable market —the other 36 counties in the Indianapolis radius outside the retail trading area provide additional opportunities for profitable sales—in good times or bad times.

Every analysis made of the Indianapolis Radius will strengthen the assertion that it should enjoy a prominent place on YOUR sales map—and The Indianapolis News an equally prominent place on YOUR advertising schedule.

The ability of The Indianapolis News to sell this rich market profitably and economically—and do the job ALONE—is based on these facts: Intensive coverage of Indianapolis and its retail trading territory and adequate coverage of the entire Radius by a circulation 97 per cent home delivered —a circulation, for the most part, composed of habitual readers who have confidence in, and respond to, its editorial and advertising messages.

Don't neglect to sell profitably the Indianapolis Radius through The Indianapolis News in 1934.

# THE INDIANAPOLIS NEWS

SELLS THE INDIANAPOLIS RADIUS

NRA MEMBER U.S. WE DO OUR PART

NEW YORK:
DAN A. CARROLL, 110 E. 42nd St.

CHICAGO:
J. E. LUTZ, 180 N. Michigan Ave.

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## INDIANA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HAMMOND | Times | | | | | | | | | |
| 64,560 | (e) 18,280 | .08 | .05 | (I-R) (UP, INS) (†) (J) (22) | Lake County Ptg. & Pub. Co. S. McHie, Pub. | Percy A. Parry | Rex L. Hidy<br>John Whitaker (sp) | W. J. Hastings (bm)<br>E. Fitzgerald (cm) | S. M. Postlewaite<br>Joe Herts (cl) | R. Grothe |
| HARTFORD CITY | News | | | | | | | | | |
| 6,613 | (e) 2,080 | .02 | .... | (D) (UP) (J) (70) | E. E. Cox, Printer, Inc. Jack Dolan, Pres. | N. E. Townsend | | Jack Dolan | | |
| | Times-Gazette | | | | | | | | | |
| | (e) 2,074 | .02 | .... | (R) (INS) (J) (128) | H. E. Honey | H. E. Honey | | R. W. Monfort (bm)<br>Cleola Lord (cm) | H. E. Honey | |
| HUNTINGTON | Herald-Press | | | | | | | | | |
| 13,420 | (e) **6,105** | .05 | .045 | (I) (UP) (†) (128) | Yandell C. Cline | Yandell C. Cline<br>Chas. W. Paul | Kenneth Keller<br>Chas. Keefer (sp)<br>Chas. W. Paul (Su) | Yandell C. Cline<br>Paula M. Casey (cm) | Howard W. Zinn<br>M. Fettinger (cl) | D. W. Harvey |
| | Sunday edition (S) **6,082** | .05 | .... | | | | | | | |
| | News (e) 3,752 | .035 | .035 | (D) (J) (137) | Huntington Ptg. Co., Inc. C. W. H. Bangs, Pres. | C. W. H. Bangs | Neal O. Hines<br>Jack Nye (sp) | C. W. H. Bangs | C. W. H. Bangs<br>A. J. Freed (cl) | H. Armstrong<br>C. W. H. Bangs |
| | Sunday edition (S) 3,752 | .035 | .... | | | | | | | |
| INDIANAPOLIS | Commercial | | | | | | | | | |
| 364,161 | (m) 1,198 | .08 | .08 | (I) (J) (141a-118) | Commercial Pub. Co. Mark R. Gray, Pres. | Mark R. Gray | | Jas. L. Bradford (bm)<br>S. L. Menke (cm) | Thos. Roberts | F. D. Jackson |
| | News (e) **129,256** | .27 | .18 | (I) (AP, UP) (mer) (†) (J) (27-86) | News Pub. Co. Warren C. Fairbanks, Pub-Pres. | Louis Howland<br>Ray D. Everson | C. Walter McCarthy.<br>Ray C. Thompson | Warren C. Fairbanks.<br>Frank T. Carroll (cm)<br>Ray L. South (cm) | EdwinJ.Anderson(loc)<br>Samuel G. Howard (n)<br>George A. Sass (cl) | C. W. Govier<br>W. Thornberry |
| | Star (m) **107,599** | .22 | .10 | (I-R) (AP, UP) (*8) (†) (J) (E) (76) | Star Pub. Co. J. C. Shaffer, Pub-Pres. | J. C. Shaffer<br>James A. Stuart | W. C. McClure<br>W. B. Patton (sp)<br>D. L. McClure (Su) | B. F. Lawrence<br>Chas. Payne (cm) | W. D. Keenan<br>D. G. Hays (n)<br>R. H. Watson (cl) | C. J. Gary (j) |
| | Sunday edition (S) **129,791** | .27 | .16 | | | | | | | |
| | Times (e) **68,025** | .15 | .08 | (I) (UP, INS, NEA, SHNA) (†) (131) | Times Pub. Co. Roy W. Howard, Pres. | Talcott Powell<br>Chas. E. Carll | S. J. Doss<br>Edw. Ash (sp) | Earl D. Baker (bm)<br>C. W. Benvinger (cm) | E. A. Tapscott<br>Frank Losch (n)<br>H. A. Feldgoise (cl) | J. Stuart |
| JEFFERSONVILLE | News | | | | | | | | | |
| 11,946 | (e) 1,772 | .025 | .... | (D) (mer) (J) (28) | George H. Voigt | Lunsford Jones | Herbert McGregor | Owen Voigt<br>Mabel L. Hay (bm)<br>Thomas Williams(cm) | Earl Krear<br>Owen Voigt (n)<br>Mabel L. Hay (cl) | E. Krear |
| | Post (e) (new daily) | .025 | .0178 | (D) (J) (70) | Clark County Newspapers (New daily started Dec. 1, 1933.) | H. A. Wenige<br>J. E. Schofield | H. A. Wenige<br>Jimmy Finn (sp) | H. A. Wenige &<br>J. E. Schofield (bm)<br>E. Joe Kelly (cm) | E. Joe Kelly<br>H. A. Wenige (n)<br>E. Joe Kelly (cl) | R. Gardner |
| KENDALLVILLE | News-Sun | | | | | | | | | |
| 5,439 | (e) 2,015 | .02 | .015 | (I) (UP) (J) (70) | Kendallville Pub. Co. C.W.Bridenthal,Pub. Alice W. Merica, Pres. | C. W. Bridenthal | R. V. Fischer | C. W. Bridenthal | H. M. Shaw | W. S. Osborne |
| KOKOMO | Tribune | | | | | | | | | |
| 32,843 | (e) **12,884** | .07 | .07 | (R) (AP, UP) (2) | John Arthur Katus | John A. Kauts<br>E. M. Souder | Donald F. Hall<br>Mark Ogden (sp) | H. A. Rayburn (bm).<br>Geo. D. Bender (cm). | G. J. Murphy<br>H. A. Rayburn (n)<br>G. J. Murphy (cl) | E. T. Hamilton (comp)<br>H. A. Edwards (press) |
| LAFAYETTE | Journal & Courier (m) **8,720** | .... | .... | (I-R) (AP, INS) (†) (84) | Journal Courier Pub. Co. Henry W. Marshall, Jr., Pub. Henry W. Marshall, Pres. | Geo. W. Stout<br>H. C. Light | H. Heimlich<br>G. Graham (sp) | Frank P. Vogt (bm)<br>J. T. Hoffman (cm) | E. F. Gery | G. W. Kummin |
| 26,240 | Journal & Courier (e) **13,870** | .... | .... | | | | | | | |
| | Combined daily (me) **22,590** | .07 | .... | | | | | | | |
| LAPORTE | Herald Argus | | | | | | | | | |
| 15,755 | (e) 5,916 | .04 | .025 | (I) (UP) (†) (J) (1) | LaPorte Ptg. Co. H. A. Lindgren, Pub-Pres. | Chas. A. Beal<br>Cy Parker | Forbes Julian<br>Lee R. Spaeth (sp) | H. A. Lindgren<br>C. A. Beal (bm)<br>M. E. Moyer (cm) | G. E. Moss<br>H. S. Badger (n)<br>Ethel Pease (cl) | P. F. Wells<br>C. Deacon (j) |
| LEBANON | Reporter | | | | | | | | | |
| 6,445 | (e) 3,514 | .03 | .025 | (I) (INS) (J) (none) | Lebanon Newspapers, Inc. Eugene C. Pulliam, Pub. | Jesse M. Batterton | Al Wynkoop | Jesse M. Batterton<br>A. E. Sloop (cm) | Howard N. Greenlee.<br>Lucile B. Slagle (cl) | E. F. Gillette<br>H. E. Darnell (j) |
| LINTON | Citizen | | | | | | | | | |
| 5,085 | (e) 3,008 | .025 | .024 | (D) (UP) (J) (128) | John A. Watkins | John A. Watkins | Kenneth Bennett | John A. Watkins<br>E. L. Barnes (cm) | John A. Watkins | H. Clark |
| LOGANSPORT | Pharos-Tribune | | | | | | | | | |
| 18,508 | (e) **11,267** | .05 | .... | (I) (UP) (1) | S. O. Berman, Pub. James F. Digan, Pres. | | Allen Sauers<br>John Carroll (sp) | S. O. Berman<br>J. M. Dunn (cm) | Geo. D. Grubb (n) | W. Gardner |
| | Press (m) **9,767** | .045 | .... | (R) (AP) (†) (2) | Cass County Pub. Co. W. H. Kerrigan, Pres. | Wm. H. Kerrigan | | Lee Wells (cm) | Walter Newman | |
| | Sunday edition (S) **10,052** | .045 | .... | | | | | | | |
| MADISON | Courier | | | | | | | | | |
| 6,532 | (e) **2,532** | .025 | .025 | (R) (AP) (105-4) | Courier Co. M. E. Garber, Pres. | M. E. Garber | L. G. Neal | M. E. Garber (bm)<br>G. P. Skeldon (cm) | | C. Spivey |
| | Herald (e) 1,040 | .018 | .... | (D) (INS) (3) | Herald Co. Joseph F. Niesse, Pres. | John B. Niesse | Earl Douglas | John B. Niesse<br>J. D. Coleman (cm) | John B. Niesse | J. B. Niesse |
| MARION | Chronicle (m) **7,360** | .... | .... | (AP, INS) (†) (143) | Chronicle Pub. Co. G. D. Lindsay, Pub. D. B. Lindsay, Pres. | G. D. Lindsay (m)<br>Carl Huston (e)<br>W. W. Durbin (me) | | Gardner Thomas(bm)<br>Charles Thompson (cm) | Ed. W. Camp<br>E. L. Barker (n) | E. Hall |
| 24,496 | Leader-Tribune (e) **7,670** | .... | .... | | | | | | | |
| | Combined daily (me) **15,030** | .075 | .... | | | | | | | |
| | Sunday edition (S) **14,090** | .075 | .... | | | | | | | |
| MARTINSVILLE | Reporter | | | | | | | | | |
| 4,962 | (e) 2,198 | .02 | .... | (I) (UP) (J) (128) | H. J. Martin | H. J. Martin | | | | |
| MICHIGAN CITY | Dispatch | | | | | | | | | |
| 26,735 | (e) 3,971 | .03 | .... | (D) (UP) (J) (70) | Dispatch Pub. Co. Don M. Nixon, Pres. | Ray E. Smith | | H. F. Bailey (bm) | | |
| | News (e) 5,676 | .045 | .025 | (I) (AP) (J) (22) | Michigan City News, Inc. H. R. Misener, Pres. | H. R. Misener (me) | John L. Bach<br>John Keys (sp) | H. R. Misener<br>H. E. Northam (bm).<br>E. B. Mace (cm) | L. W. Linard | L. Miller<br>E. Olsen (j) |
| MONTICELLO | Journal | | | | | | | | | |
| 3,107 | (e) 1,457 | .021 | .0143 | (I) (UP) (J) (none) | Journal Co. Lawrence Corey, Pub. | Lawrence Corey | Mabel Overman<br>Robt. Million (sp) | Coxie Bumgarner (cm) | Virgil McClintic | E. Shell |
| MT. VERNON | Democrat | | | | | | | | | |
| 5,035 | (e) 2,272 | .017 | .017 | (D) (UP) (J) (128) | Edward F. Alles | Orvan R. Hall | Orvan R. Hall<br>Gene Russell (sp) | Edward F. Alles | O. R. Hall, Jr. | J. L. Clark |
| MUNCIE | Press | | | | | | | | | |
| 46,548 | (e) **12,454** | .06 | .... | (I) (AP, UP) (†) (none) | Press Pub. Co. Gordon Lockwood, Pub. | W. E. Sutton<br>L. J. Parkinson | H. A. Silverburg<br>W. C. Worcester (cm) | Gordon Lockwood | | |
| | Star (m) **19,371** | .08 | .065 | (I-R) (AP) (†) (76-12) | Star Pub. Co. John C. Shaffer, Pub-P. | F. E. Harrold (me) | W. V. Winder<br>Robt. Barnett (sp)<br>J. E. Ferris (Su) | H. F. Guthrie<br>H. E. Payne (cm) | L. A. Baldwin<br>T. E. Skillman (cl) | |
| | Sunday edition (S) **12,752** | .08 | .... | | | | | | | |
| NEW ALBANY | Tribune | | | | | | | | | |
| 25,819 | (e) 3,254 | .025 | .... | (R) (J) (143) | Tribune Co. W. S. Montgomery, Pres. | W. S. Montgomery | | W. S. Montgomery | | |
| NEW CASTLE | Courier-Times | | | | | | | | | |
| 14,027 | (e) 8,280 | .05 | .05 | (I) (AP) (†) (J) (128) | New Castle Ptg. Co. W. S. Chambers, Pres. | W. S. Chambers<br>Scott Chambers | Allen C. Hiner<br>Robt. Stranhan (sp) | W. S. Chambers<br>Gilford Eden (cm) | Alfred Marshall, Jr.<br>Harry Cooper (cl) | L. Decker<br>A. L. Young (j) |
| NOBLESVILLE | Ledger | | | | | | | | | |
| 4,811 | (e) 2,768 | .025 | .025 | (R) (UP) (J) (128) | Noblesville Daily Ledger, Inc. | Chas. S. Neal (me) | | Chas. S. Neal | | |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## INDIANA (Continued)

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PERU<br>12,780 | Tribune<br>(e) | 6,775 | .045 | .035 | (I) (UP) (†) (70) | Peru Tribune Pub.Co.<br>Don M. Nixon, Pub-Pres. | Don M. Nixon<br>Thos. J. Walsh | Thos. J. Walsh<br>Geo. Stites (sp) | Mrs.M.L.Collins(bm)<br>Clyde Lawrence (cm) | R. C. Averitt<br>Amy Souder (cl) | G. Vansteenburg |
| PLYMOUTH<br>5,290 | News<br>(e) | 2,313 | .03 | .02 | (D) (INS) (28) | Metsker & Gibson | R. B. Metsker<br>C. W. Metsker | R. B. Metsker<br>Brooker Masters (sp) | Clay W. Metsker<br>Eloise Beatty (cm) | Clay W. Metsker | R. M. Rathfon |
| | Pilot<br>(e) | **2,151** | .025 | .025 | (R) (UP) (128) | Pilot Co.<br>Samuel E. Boys, Pres. | Samuel E. Boys | Howard Grossman | Samuel E. Boys<br>Alfred R. Boys (cm) | Howard Grossman<br>S. E. Boys (n) | A. Bibler<br>R. Bowen (j) |
| PORTLAND<br>5,276 | Sun<br>(e) | 1,950 | .... | .... | (R) (UP) (128) | | | | | | |
| | Commercial-Review<br>(e) | 2,425 | .... | .... | (D) (UP) (128) | A. A. Kist | | | A. A. Kist (bm)<br>A. E. Lee (cm) | A. A. Kist | |
| | Combined editions<br>(e) | 4,375 | .03 | .... | | | | | | | |
| PRINCETON<br>7,505 | Clarion-News<br>(e) | **1,889** | .02 | .014 | (R) (AP) (128) | Clarion Pub. Co., Inc.<br>George B. Grigsby, Pres. | Robert Lawrence<br>George B. Grigsby | John Smothers<br>Robt. Lawrence | Geo. B. Grigsby<br>Harley Meredith (cm) | George B. Grigsby | G. R. Wire |
| | Democrat<br>(e) | 2,919 | .02 | .... | (I-D) (UP) (†) (J) (28) | John C. Gorman | John C. Gorman | Lester Mehan<br>Geo. Pride (sp) | J. C. Gorman (bm) | J. Gorman, Jr.<br>L. P. Wheeler (n) | H. C. Bucklin |
| RENSSELAER<br>2,798 | Republican<br>(e) | 800 | .021 | .... | (R) (J) (none) | S. C. Robinson | H. B. Black | | S. C. Robinson | | |
| RICHMOND<br>32,493 | Palladium<br>(e) | **9,102** | .... | .... | | | | | | | |
| | Item<br>(m) | **11,867** | .... | .... | (I) (AP, UP) (19) | Palladium Pub. Corp.<br>E. H. Harris, Pub. | R. G. Leeds<br>Luther M. Feeger | | E. H. Harris<br>Lenore T. Walker(cm) | Hoyt F. Boylan<br>C. F. Ferling (cl) | G. A. Righter |
| | Combined daily<br>(me) | **20,969** | .09 | .07 | | | | | | | |
| | Sunday edition<br>(S) | **13,057** | .09 | .... | | | | | | | |
| ROCHESTER<br>3,518 | News-Sentinel<br>(e) | 2,815 | .025 | .021 | (I) (J) (128) | Barnhart-Van Trump Co.<br>Hugh A. Barnhart, Pres. | Hugh A. Barnhart | Carl Van Trump | Hugh A. Barnhart(bm)<br>Arthur Carroll (cm) | Hugh A. Barnhart | F. Van Trump |
| RUSHVILLE<br>5,709 | Telegram<br>(m) | 639 | .... | .... | (D) (AP) (J) (128) | Republican Co., Inc.<br>E. J. Hancock, Pres. | Louis C. Hiner | William Hougland | E. J. Hancock<br>B. O. Simpson (bm)<br>E. L. Dinwiddie (cm) | O. R. Cartmel<br>Mrs.AlveneCoons (cl) | F. Priest<br>W. L. Kendall (j) |
| | Republican<br>(e) | 2,556 | .... | .... | (R) (AP) (J) (128) | | | | | | |
| | Combined daily<br>(me) | 3,195 | .03 | .03 | | | | | | | |
| SEYMOUR<br>7,508 | Tribune<br>(e) | 2,264 | .02 | .02 | (I) (AP) (mer) (†) (J) (128) | Tribune Co., Inc.<br>R. E. Harris, Pres. | John H. Conner | T. Perry Wesley<br>Chas. Brown (sp) | John H. Conners<br>A. B. Foster (cm) | W. H. Hughes<br>John H. Conner (n)<br>W. H. Hughes (cl) | C. H. Resiner<br>W. H. Noelker (j) |
| SHELBYVILLE<br>10,618 | Democrat<br>(e) | 4,308 | .025 | .... | (D) (AP) (†) (J) (128) | Democrat Pub. Co.<br>D. W. Avery, Pres. | J. D. DePrez | Ralph Cheshire<br>N. Thurston (sp) | John D. DePrez<br>Fred L. Jones (cm) | Marion Ayers<br>T. H. Coon (cl) | D. W. Avery<br>W. D. McNeely (j) |
| | Republican<br>(e) | 3,535 | .02 | .... | (R) (UP) (J) (28) | Shelby Ptg. Co., Inc.<br>Enos Porter, Trustee. | R. E. Goodrich | Joe Schleen | Russell E. Goodrich<br>Henry Hall (cm) | Woodie Richeson | J. Creech |
| SOUTH BEND<br>104,193 | News-Times<br>(e) | **25,891x** | .08 | .06 | (I) (INS) (84) | News-Times, Inc.<br>J. M. Stephenson, P-Pres. | J. M. Stephenson<br>B. J. Lewis<br>F. T. Ahearn (news-mgr) | Phil Nicar<br>Chet Grant (sp)<br>Ned A. Bush (Su) | M. P. Reed<br>Paul J. Sweeney (cm) | Neal B. Welch (adv-dir)<br>A. J. Jordan, Jr. (adv)<br>R. F. Emmons (n)<br>J. F. Dunfee (cl) | J. M. Pate |
| | Sunday edition<br>(S) | **25,014x** | .08 | .... | | | | | | | |
| | Tribune<br>(e) | **31,161x** | .08 | .06 | (R) (AP, UP, CP) (E) (140) | F. A. Miller | F. A. Miller<br>R. H. Horst | Halford Houser<br>Jack Ledden (sp)<br>Anabel Lickey (Su) | Chas. E. Crockett (bm)<br>Neil B. Snyder (cm) | W. S. Bowman<br>E. J. Meehan (n)<br>H. M. Hatfield (cl) | J. W. Harding |
| | Sunday edition<br>(S) | **30,001x** | .08 | .... | | | | | | | |
| SPENCER<br>2,179 | World<br>(e) | 1,302 | .02 | .02 | (D) (J) (28) | Purcell Pub. Co. | C. A. Livingston | | C. F. Cotton (cm) | John Neal (n) | |
| SULLIVAN<br>5,306 | Times<br>(e) | 2,927 | .025 | .021 | (D) (UP) (J) (143) | Paul Poynter | Paul Poynter<br>Eleanor P. Jamison | Joe Adams | Eleanor P. Jamison<br>Flossie Steele (bm)<br>Millie Holdson (cm) | Flossie Steele<br>Millie Holdson (cl) | J. Adams |
| TERRE HAUTE<br>62,810 | Star<br>(m) | **22,701** | .07 | .... | (R) (AP, UP) (*S) (†) (137) | | | | | | |
| | Tribune<br>(e) | **23,786** | .08 | .... | (D) (AP, UP) (*S) (†) (137) | Tribune Pub. Co.<br>Bruce F. Failey, Pres. | Jas. Benham (m)<br>Wm. F. Cronin (e) | S. D. Fox (ce-m)<br>M. P. House (ce-e)<br>Bob Nesbit (sp-m)<br>R. White (sp-e)<br>Wm. F. Cronin (Su) | Andrew C. Keifer<br>Jas. Hanrahan (cm-m)<br>Paul Hanrahan(cm-e) | Frank Shannon<br>Louis F. Keifer (n)<br>Katherine Heinig (cl) | A. White |
| | Combined daily<br>(me) | **46,487** | .13 | .... | | | | | | | |
| | Sunday edition<br>(S) | **25,026** | .08 | .... | | | | | | | |
| TIPTON<br>4,861 | Tribune<br>(e) | 2,402 | .02 | .02 | (I) (UP) (†) (J) (128) | Ramsay & O'Banion | F. N. Ramsay | Fred Oglebay | F. N. Ramsay<br>C. L. O'Banion (bm)<br>I. M. O'Banion (cm) | F. N. Ramsay | F. Saisline<br>C. L. O'Banion (j) |
| UNION CITY<br>3,084 | Times<br>(e) | 2,402 | .021 | .... | (R) (J) (28) | R. Patchell | R. Patchell | | R. Patchell<br>Roy Mote (cm) | | |
| VALPARAISO<br>8,079 | Vidette-Messenger<br>(e) | 3,672 | .03 | .025 | (I-R) (UP, INS) (70) | Vidette-Messenger Co.<br>Lynn M. Whipple, Pres. | Lynn M. Whipple | Englebert Zimmerman<br>George Christy (sp) | Avery B. Weaver(bm) | Robt. L. Bibler<br>Avery B. Weaver (n)<br>Ray Warner (cl) | J. G. Allett |
| VINCENNES<br>17,564 | Post<br>(m) | 6,217 | .03 | .03 | (D) (US) (28) | Samuel & Emily Emison, Pubs.<br>Samuel M. Emison, Pres. | Ralph G. Tilton<br>R. Elliott | Dwight Oliver (sp) | Russell Elliott (bm)<br>R. M. Cunningham (cm) | Paul Hockgeiger<br>Russell Elliott (n)<br>Paul Hockgeiger (cl) | E. Van Kirk |
| | Sunday edition<br>(S) | 6,271 | .03 | .... | | | | | | | |
| | Sun-Commercial<br>(e) | **9,257x** | .06 | .... | (D) (AP, UP) (†) (128) | Vincennes Newspapers, Inc.<br>Wm. D. Murray, Pres. | Wm. D. Murray | A. R. Cochran<br>P. F. Ellis (sp)<br>A. R. Cochran (Su) | W. D. Murray<br>G. W. Whittenberg (cm) | A. A. Arnold | H. Beck |
| | Sunday edition<br>(S) | **9,213x** | .06 | .... | | | | | | | |
| WABASH<br>8,840 | Plain Dealer<br>(e) | 5,430 | .04 | .... | (I) (UP) (J) (70) | Plain Dealer Co.<br>Don M. Nixon, Pres. | Earl W. Hamer | | Don M. Nixon | | |
| WARSAW<br>5,730 | Times<br>(e) | 3,662 | .032 | .032 | (R) (UP, INS) (mer) (J) (none) | Reub Williams & Sons<br>Logan H. Williams, Pub. | Logan H. Williams<br>E. H. Dodge | E. H. Dodge<br>R. Williams (sp) | Ted Williams<br>R. B. Williams (bm)<br>Margaret Estep (cm) | Raymond Williams | F. Gibbard |
| | Union<br>(e) | 2,428 | .025 | .025 | (D) (AP) (143) | Warsaw Union, Inc.<br>Ralph W. Bartol, Pres. | Ralph O. Nusbaum | Ignota White (Su) | Ralph Bartol<br>Chas. W. Bartol (cm) | | LeRoy Smith |
| WASHINGTON<br>9,070 | Democrat<br>(e) | 3,918 | .025 | .025 | (D) (UP) (J) (128) | Boyd & Backes | Sam B. Boyd & Henry Backes | Ralph I. Burris<br>Richard Backes (gm) | Henry Backes<br>Samuel B. Boyd (gm)<br>Ralph Bacon (cm) | E. G. Brouillette | W. Himburg<br>G. Patterson (j) |
| | Herald<br>(e) | 4,053 | .025 | .025 | (R) (AP) (J) (1) | Gazette & Herald Co.<br>Paul R. Bausman Pub. | Paul R. Bausman | Earl McCafferty<br>Don Ellis (sp) | Don Ellis<br>Paul R. Bausman(bm)<br>John Horrall (cm) | Don Ellis | E. Spaulding |

(*Continued on page 36*)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## IOWA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| AMES<br>10,261 | Tribune-Times<br>(e) 4,304 | .04 | .... | (I-R) (UP) (J) (41). | Tribune Republican Co.<br>J. L. Powers, Pres. & Pub. | J. L. Powers<br>T. F. Crocker | F. H. Corliss<br>Robt. Murray (sp) | J. L. Powers<br>J. L. Powers, Jr. (bm) | J. L. Powers, Jr. | |
| ATLANTIC<br>5,555 | News-Telegraph<br>(e) 3,950 | .04 | .... | (R) (INS) (22) | E. P. Chase | E. P. Chase | Arden H. Mills | E. P. Chase | Lydia R. Otto | |
| BOONE<br>11,670 | News-Republican<br>(e) **3,678x** | .03 | .... | (R) (AP, UP) (J) (none) | S. G. Goldthwaite | S. G. Goldthwaite | Kenneth S. Goodrich. | S. G. Goldthwaite<br>Fred E. Henry (bm).<br>Ralph H. Capps (cm) | Paul Lindemeyer<br>Fred E. Henry (n)<br>Bertha E. von Krog (cl) | Fred E. Henry |
| BURLINGTON<br>26,755<br>28,088 (ABC City) | Hawk-Eye Gazette<br>(e) **17,768** | .07 | .06 | (I) (AP, UP) (†) (137-47) | Daily Hawk-Eye Gazette<br>O. N. Custer, Pres. | J. Tracy Garrett<br>Thomas Green | Chas. MacLaury<br>Wm. Bayliss (sp) | Howard T. Custer<br>Chas. M. Morgan (bm)<br>F. M. Longstreth (cm) | Chas M. Morgan | |
| CARROLL<br>4,691 | Herald<br>(e) 2,402 | .03 | .025 | (I-R) (AP) (J) (41). | James R. Rhoades | James W. Wilson<br>Robt. J. Sprinkle | | James W. Wilson<br>F. MacDonough (cm) | H. L. Otto<br>J. W. Wilson (n) | H. L. Jessee<br>Will Meiss (j) |
| CEDAR FALLS<br>7,362 | Record<br>(e) 2,036 | .025 | .... | (R) (INS) (J) (41) | C. S. Coddington | C. S. Coddington (me) | G. E. Campbell<br>Wm. Severin (sp) | C. S. Coddington<br>M. Mead (cm) | H. J. Engle | A. E. Brown |
| CEDAR RAPIDS<br>56,097 | Gazette<br>(e) **32,158**<br>Sunday edition<br>(S) **30,885** | .12<br><br>.12 | ....<br><br>.... | (I) (AP, UP, INS) (†) (2) | Gazette Co.<br>John L. Miller, Pres. | Verne Marshall | John Battin<br>Earl Coughlin (sp) | John L. Miller<br>J. N. Faulkes (cm) | Franklin Katterjohn.<br>R. Rutherford (n)<br>Charles Moore (cl) | Henry J. Hromek |
| CENTERVILLE<br>8,147 | Iowegian & Citizen<br>(e) 5,343 | .04 | .... | (R) (UP) (J) (41) | J. M. Beck & J. R. Needham | J. M. Beck<br>J. R. Ellis (news) | C. B. DePuy | J. R. Needham (bm).<br>C. E. Triebswetter (cm) | Wm Bean<br>J. M. Beck (n) | Glenn Frink (j) |
| CHARLES CITY<br>8,039 | Press<br>(e) 3,124 | .03 | .... | (R) (AP) (J) (41) | L. H. Henry | L. H. Henry<br>H. S. Henry | | H. S. Henry<br>J. V. Chapman (cm). | M. H. McManus | S. C. Henry |
| CHEROKEE<br>6,443 | Times<br>(e) 2,610 | .03 | .03 | (I)-R (AP) (J) (41). | Times Pub. Co.<br>Justin Barry, Pres. | Justin Barry<br>Paul H. Caswell | Max Gordon | Justin Barry (bm)<br>B. R. Harris (cm) | P. H. Caswell<br>D. Gilbert (cl) | V. Riordan<br>E. T. Parker (j) |
| CLINTON<br>25,726 | Herald<br>(e) **16,104** | .08 | .09 | (I) (AP, UP, INS) (2) | Clinton Herald Co. | W. C. Eastland | L. F. White<br>J. A. Ryan (sp) | A. M. Clapp<br>A. E. Meyer (cm) | J. E. Mavity<br>A. M. Clapp (n)<br>K. J. Fryslie (cl) | |
| COUNCIL BLUFS<br>42,048 | Nonpareil<br>(e) **14,007**<br>Sunday edition<br>(S) **13,758** | .07<br><br>.07 | ....<br><br>.... | (I) (AP) (E) (†) (109-71) | New Nonpareil Co.<br>D. W. Norris, Pres. | W. R. Orchard<br>W. P. Hughes | Clark Galloway<br>Harry Monk | W P. Hughes<br>R. R. O'Brien (bm).<br>J. O'Brien (cm) | Karl Melcher<br>G. Gallinghorst (cm). | |
| CRESTON<br>8,615 | News-Advertiser<br>(e) 3,956 | .04 | .03 | (I) (AP) (†) (41) | News-Advertiser Co. | F. C. Travers | Jack Moran<br>Robt. Packwood (sp). | H. J. Nordyke (bm)<br>Reva Lamb (cm) | H. J. Nordyke<br>Alma Johnson (cl) | Ralph Griffin |
| DAVENPORT<br>60,751 | Democrat & Leader<br>(e) **14,170**<br>Times<br>(e) **23,071**<br>Combined evening<br>(e) **37,171**<br>Sunday Democrat<br>(S) **17,135**<br>Evening & Sunday<br>(ES) ..... | ....<br><br>....<br><br>.14<br><br>....<br><br>.14 | ....<br><br>....<br><br>.12<br><br>....<br><br>.12 | (D) (AP, UP) (†) (109)<br>(I-R) (AP, INS) (†) (109) | R. W. Cram<br>Times Co.<br>E. P. Adler, Pres. & Pub. | R. W. Cram<br>R. J. Leysen | Robt. Klauer<br>Leo Kautz (sp) | V. Martin (bm)<br>V. Dorgan (cm)<br>E. P. Adler<br>Fred Russell (bm)<br>Ray Evans (cm) | L. M. Turmbull<br>Fred Russell (n)<br>Joe Klouda (cl) | |
| DES MOINES<br>142,559 | Register<br>(m) **124,246**<br>Tribune<br>(e) **114,085**<br>Conbined daily<br>(me) **238,331**<br>Sunday edition<br>(S) **211,038**<br>Sunday and morning<br>(Sm) .....<br>Sunday and evening<br>(Se) ..... | ....<br>....<br>....<br>.45<br>.45<br>.45<br>.65<br>.65 | ....<br>....<br>....<br>.45<br>.45<br>.45<br>....<br>.... | (I) (AP, UP, INS, US, NANA, CDN) (S) (†) (J) (E) (80-115) | Register & Tribune Co.<br>Gardner Cowles, Pres. & Pub.<br>John Cowles, Asso. Pub. | Harvey Ingham<br>Gardner Cowles, Jr. (ex-ec. ed.)<br>Basil Walters (me)<br>K. MacDonald (news-m)<br>Paul Prugh (news-e) | R.G.Cunningham (m)<br>Paul Cotton (e).<br>Jack North (sp-m).<br>G. W. Taylor (sp-e)<br>Walter Graham (Su) | John Cowles<br>W.A.Cordingley (cm) | F. R. Geneva<br>C. J. Feldmann (n)<br>M. P. Trippe (cl) | A. T. Gormley |
| DUBUQUE<br>41,679 | Telegraph-Herald & Times-Journal<br>(e) **28,520**<br>Sunday edition<br>(S) **28,794**<br>Catholic Tribune<br>(e) **19,272**<br>Sunday edition<br>(S) **19,272** | .10<br><br>.10<br><br>.07<br><br>.07 | ....<br><br>....<br><br>.07<br><br>.07 | (I) (AP, INS, UP) (J) (1) | F. W. Woodward, Pres. & Pub. | S. A. Mahuran | S. A. Mahuran<br>Carl Wilhelm (sp)<br>Payson Berg (Su) | F. W. Woodward<br>M. R. Kane (bm)<br>W. J. Arndt (cm) | F. J. McLaughlin<br>C. C. Kress (cl) | E. L. Koehler<br>B. F. Davidson (j) |
| | | | | (I) (INS) (28) | Catholic Ptg. Co. Inc. | Chas. N. Nenning<br>John P. Gonner | A. F. Klinkner<br>Carl Ochs (sp) | John P. Gonner<br>J. Ray Brown (cm) | J. J. Clardy | J. P. Gonner |
| ESTHERVILLE<br>4,940 | News<br>(e) 2,925 | .03 | .025 | (I) (AP) (J) (90) | Deemer Lee | Deemer Lee | | | | |
| FAIRFIELD<br>6,619 | Ledger<br>(e) 4,452 | .035 | .... | (R) (INS) (90) | Ledger Co.<br>Don McGiffin, Pres. & Pub. | Dean Taylor | Ben Taylor<br>Harrison Hornish (sp) | W. E. McWilliams (bm).<br>W. E. McWilliams (cm) | | Fred Doyle |
| FORT DODGE<br>21,895 | Messenger & Chronicle<br>(e) **10,723** | .06 | .... | (I-R) (AP) (119) | Messenger Ptg. Co. | Granger Mitchell (me) | | W. S. Merryman<br>J. W. Townsend (cm) | W. G. Hale | |
| FORT MADISON<br>13,779 | Democrat<br>(e) 5,016 | .04 | .... | (I) (UP) (J) (†) (90) | W. T. Mershon | S. W. Mitchell | Geo. Wing<br>Bill Kill (sp) | W. T. Mershon<br>H. L. Peterson (cm). | C. S. Williston<br>W. T. Mershon (n)<br>Gladys Williams (cl). | G. Bubbs |
| IOWA CITY<br>15,340 | Iowan<br>(m) 3,176<br>Sunday edition<br>(S) 3,176<br>Press-Citizen<br>(e) **6,662** | .03<br><br>.03<br><br>.04 | ....<br><br>....<br><br>.04 | (I) (AP) (J) (19)<br><br><br>(I) (AP (†) (36) | Student Publications, Inc.<br>F. L. Mott, Pres.<br><br>Press-Citizen Co.<br>M. C. Speidel, Pres. & Pub. | D. J. Pryor<br>Geo. Kalbach<br><br>Merritt C. Speidel<br>Graham M. Dean | R. W. Fagan<br>Harry Burrell (sp)<br><br>Edwin B. Green<br>Jack Patton (sp) | H. S. Bunker<br>W.T.Hageboeck (bm).<br>E. C. Cassill (cm)<br>M. C. Speidel<br>E. A. Chappell (bm).<br>Wm. F. Wade (cm) | Walter Schump<br>W. T. Hageboeck (n).<br>B. W. Willis (cl)<br>E. A. Chappell<br>G. L. Dibb (n).<br>L. Edwards (cl) | Robt. Milroy<br>H. Mahnke (j)<br><br>G. J. Chappell |
| KEOKUK<br>15,106 | Gate City<br>(e) **5,688** | .04 | .04 | (I) (AP) (†) (2) | Gate City Co.<br>D. E. Carrell, Pres. | Walter R. Burton<br>F. C. Smith | F. C. Smith<br>Douglas Lamont (sp) | Dale E. Carrell<br>C. C. Carrell (bm)<br>Henry Nelson (cm) | C. M. Thornton<br>C. C. Carrell (n) | G. Carver |
| MARSHALLTOWN<br>17,373 | Times-Republican<br>(e) **8,081x** | .05 | .... | (R) (AP) (none) | Times-Republican Ptg. Co.<br>D. W. Norris, Pres. | F. A. Moscrip<br>D. K. Hoopes | J. A. Whitacre<br>P. G. Norris, Jr. (sp). | Geo. F. Thayer (bm). | Geo. F. Thayer | F. C. Nodland |
| MASON CITY<br>23,304 | Globe-Gazette<br>(e) **17,796x** | .07 | .... | (I-R) (AP, UP) (†) (109-110) | Globe-Gazette Co.<br>E. P. Adler, Pres.<br>Lee P. Loomis, Pub. | W. Earl Hall (me) | | Lee P. Loomis<br>I. W. Hillstrom (cm) | Lloyd L. Geer | |
| MISSOURI VALLEY<br>4,229 | Times-News<br>(e) 1,912 | .03 | .025 | (I) (AP) (J) (41) | James R. Rhodes | Geo. H. Seigle | D. L. Withrow | Geo. H. Seigle<br>N. M. Ward (cm) | | W. M. S. Dale |
| MOUNT PLEASANT<br>3,654 | News<br>(e) 2,640 | .03 | .02 | (R) (†) (J) (41) | News Pub. Co.<br>C. S. Rogers, Pres. | A. M. Patterson<br>W. K. Rogers | A. M. Patterson | W. K. Rogers | L. M. Truesdell | E. Nickelson<br>E. Peterson (j) |
| MUSCATINE<br>16,778 | Journal & News-Tribune<br>(e) **7,671** | .04 | .04 | (I) (AP) (†) (109) | Journal Ptg. Co.<br>E. P. Adler, Pres.<br>C. R. Rabedeaux, Pub. | Walter Russell (me) | Cora Stohr<br>Walter Van Zyl (sp). | C. R. Rabedeaux (bm)<br>L. L. Boice (cm) | A. M. Geibel<br>M. M. Griffith (n-cl) | N. Hoefflin |
| NEVADA<br>3,133 | Journal<br>(e) 3,489 | .035 | .... | (I-R) (INS) (J) (†) (143) | Benjamin Bros | C. E. Armstrong | N. McNichols | O. J. & G.A.Benjamin | H. G. Kruwell | G. A. Benjamin |
| NEWTON<br>11,560 | News<br>(e) **3,500** | .04 | .03 | (I-R) (AP) (†) (J) (41) | News Ptg. Co.<br>J. R. Rhodes, Pres. & Pub. | James R. Rhodes<br>E. J. Van Ostrand | John Mogenson<br>Arthur Hough (sp) | L. O. Brewer<br>C. P. Starrett (cm) | L. O. Brewer (n)<br>Edna Dixon (cl) | J. W. Halden |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## IOWA (Continued)

| City Population | Name of Newspaper Circulation | | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| OELWEIN<br>7,794 | Register<br>(e) | 3,339 | .035 | .... | (R) (UP) (J) (†) (41) | H. V. Hoyer<br>W. T. Armbuster<br>R. V. Lucas | R. V. Lucas | R. V. Lucas | H. V. Hoyer (bm)<br>W. T. Armbruster (cm) | W. T. Armbruster | R. V. Lucas |
| OSKALOOSA<br>10,123 | Herald<br>(e) | **4,001** | .035 | .03 | (R) (UP) (J) (none) | Herald Co.<br>Phil Hoffman, Pres.<br>C. S. Walling, Pub. | Phil Hoffmann | DeWayne Foehlinger.<br>Bruce Mathew (sp) | Chas. S. Walling<br>Harry Fitch (cm) | A. K. Walling | Ernest Griffis<br>J. W. Perry (j) |
| OTTUMWA<br>28,075 | Courier<br>(e) | **12,641** | .06 | .036 | (R) (AP) (109) | Courier Ptg. Co.<br>E. P. Adler, Pres.<br>John Huston, Pub. | C. S. Johnston (me) | Tom Keefe, Jr.<br>E. R. Mowery (sp) | John Huston<br>John Canny (cm) | C. C. Meisters<br>John Huston (n)<br>Mrs. H. Orr (cl) | Howard Lee |
| PERRY<br>5,881 | Chief<br>(e) | 2,521 | .03 | .03 | (I-R) (AP) (†) (J) (41) | James R. Rhodes | G. E. Whitehead<br>Vern J. Hall | Verne J. Hall | G. E. Whitehead<br>D. Johnson (cm) | R. Raush<br>G. E. Whitehead (n) | Fred Harvey |
| SHENANDOAH<br>6,519 | Sentinel<br>(e) | 3,219 | .035 | .025 | (I) (INS) (41) | Don McGiffin | C. N. Marvin<br>R. K. Tindall | Gordon Gauss (sp) | R. K. Tindall<br>Geo. Nolte (cm) | B. L. Williams<br>Nelle Howard (n-cl) | Ralph Powers |
| SIOUX CITY<br>79,183 | Journal<br>(me)<br>Sunday edition<br>(S)<br>Tribune<br>(e) | **52,927**<br><br>**38,463**<br><br>**53,370** | .13<br><br>.13<br><br>.13 | .10<br><br>.10<br><br>.11 | (I-R) (AP, CP) (†) (J) (E) (109)<br><br><br><br>(I) (AP, UP) (†) (E) (154) | Perkins Bros. Co.<br>W. H. Sammons, Pub.<br><br><br>Tribune Co.<br>John C. Kelly, Pres. | A. F. Allen<br>J. W. Carey<br><br><br>Eugene Kelly<br>W. R. Towns | W. S. Forbes<br>Don. Desmond (sp)<br>A. F. Allen (Su)<br><br>E. B. Haakinson<br>Lloyd Hagan (sp) | W. H. Sammons<br>E. E. Towns (cm)<br><br><br>Eugene Kelly<br>J. T. Bruggeman (ctry cm)<br>R. E. O'Neill (city cm) | C. M. White (ad-dir)<br>E. Schill (cl)<br><br><br>J. E. Winslow<br>Horace F. Wulf (n)<br>Joy R. Bogue (cl) | P. Moore<br><br><br><br>L. P. Rogers |
| VINTON<br>3,372 | Cedar Valley Times<br>(e) | 4,531 | .04 | .03 | (I) (UP) (J) (none) | H. G. Kruse Estate | M. P .Kruse | Elmer Barnes | F. B. Kruse (bm)<br>Nina Hughey (cm) | F. A. Braginton | F. Mossman |
| WASHINGTON<br>4,814 | Journal<br>(e) | **2,413** | .03 | .... | (R) (UP) (J) (41) | Elder Shannon & Co., Inc.<br>Orville Elder, Pres. | Orville Elder | Bruce Cowden | R. E. Shannon (bm).<br>Frank Macon (cm) | Lewis Warren<br>R. E. Shannon (n) | Max Marble |
| WATERLOO<br>46,191 | Courier<br>(e)<br>Sunday edition<br>(S) | **27,509**<br><br>**26,998** | .10<br><br>.10 | ....<br><br>.... | (I-R) (UP, AP, INS) (†) (140) | W. H. Hartman Co.<br>John C. Hartman, Pres. | John C. Hartman<br>E. R. Moore | B. T. Burritt<br>E. R. Moore, Jr. (sp) | Jackson McCoy | E. G. Carey<br>Helyn G. Miller (cl) | R. E. Boller |
| WEBSTER CITY<br>7,024 | Freeman-Journal<br>(e)<br>Daily & Rural | 2,126<br>3,385 | .025<br>.04 | ....<br>.... | (I-R) (AP) (†) (J) (143) | Freeman-Journal Pub. Co.<br>J. N. Stonebraker, Pub. | W. F. Hunter<br>Geo. C. Tucker | K. L. Peterson | J. N. Stonebraker<br>M. L. Hanken | H. R. Packard<br>V. E. Dress (n)<br>H. E. Jones (cl) | B. Packard |

## KANSAS

| City Population | Name of Newspaper Circulation | | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ABILENE<br>5,658 | Chronicle<br>(m)<br>Sunday edition<br>(S)<br>Reflector<br>(e) | 2,432<br><br>2,432<br><br>1,814 | .025<br><br>.025<br><br>.025 | ....<br><br>....<br><br>.018 | (I-R) (J) (73) | C. W. Wheeler | C. W. Wheeler<br>R. W. Weyant | S. Nelson | C. W. Wheeler<br>B. E. Bowersox (cm) | C. F. Rupp | C. E. Chapman<br>D. L. Carter (j) |
| ARKANSAS CITY<br>13,946 | Traveler<br>(e) | **5,306** | .05 | .05 | (I) (AP) (J) (74) | Traveler Pub. Co.<br>O. S. Stauffer, Pres. | Oscar S. Stauffer<br>Arch W. Jarrell | Doyle K. Getter<br>Brian Coyne (sp) | O. S. Stauffer<br>Hettie Calkins (cm) | N. B. Musselman<br>F. G. Shirley (cl) | G. J. Jardot<br>R. M. Davis (j) |
| ATCHISON<br>13,024 | Globe<br>(e) | **6,028** | .04 | .... | (I) (AP) (†) (19-73-44 | Gene A. Howe | Gene A. Howe<br>Carl Brown (asso. ed.) | | Wilbur C. Hawk (bm) | E. W. Tonsing | |
| AUGUSTA<br>4,033 | Gazette<br>(e) | 1,341 | .025 | .025 | (R) (J) (70) | Gazette Pub. Co.<br>C. K. Shore, Pres. | Chester K. Shore | | Chester K. Shore | Chester K. Shore (n). | W. S. Stewart<br>R. L. Barnes (j) |
| BELOIT<br>3,502 | Call<br>(e) | 1,946 | .018 | .... | (I) (J) (none) | Houghton & Adamson | Harry K. Houghton | | Harry K. Houghton | Harry K. Houghton | W. B. Springer |
| BURLINGTON<br>2,270 | Republican<br>(e) | 2,039 | .025 | .... | (R) (†) (J) (70) | John Redmond | John Redmond | Bill Batdorf | Floyd S. Ecord (bm).<br>Wilma M. Dabbs(cm) | Floyd S. Ecord (n)<br>Wilma M. Dabbs (cl) | G. H. Preston<br>W. J. Benjamin (j) |
| CALDWELL<br>2,046 | Messenger & News<br>(e) | 1,260 | .025 | .018 | (I) (AP) (J) (70) | Harold A. Hammond. | Harold A. Hammond. | | Harold A. Hammond. | Adrian D. Combs | K. V. Kersey<br>L. D. Dover (j) |
| CANEY<br>2,794 | Chronicle<br>(e) | 1,025 | .018 | .... | (I) (J) (28) | L. T. Perrill | L. T. Perrill | | | | |
| CHANUTE<br>10,277 | Tribune<br>(e) | **4,114** | .04 | .036 | (I-R) (AP) (†) (J) (74) | Chanute Pub. Co.<br>John P. Harris, Pres. | Clarence W. Moody | E. W. Johnson | John P. Harris<br>C. W. Moody (bm)<br>Francis Reynolds (cm) | Ray E. Miller<br>Chas. F. Jones (cl) | T. O. Ward<br>W. R. Hill (j) |
| CHERRYVALE<br>4,043 | Republican<br>(e) | 1,105 | .025 | .018 | (R) (AP) (J) (70) | Burge & Campbell | Will R. Burge | | | | P. S. Campbell |
| CLAY CENTER<br>4,386 | Dispatch<br>(e) | 1,675 | .025 | .025 | (I) (AP) (J) (70) | Ray Breitweiser | Ray Breitweiser | A. Dopking | Ray Breitweiser<br>Emma Leach (cm) | F. W. Beckmeyer<br>S. Snook (n) | H. L. Tyler |
| COFFEYVILLE<br>16,198 | Journal<br>(e) | 7,212 | .05 | .03 | (R) (AP) (J) (74) | Hugh J. Powell | Hugh J. Powell | Stanley Platz<br>B. W. Crone (sp) | Hugh J. Powell<br>E. H. Kehoe (cm) | C. M. Dunham<br>Mrs. W. Goldsmith (cl) | W. A. Goldsmith<br>R. J. Dameron (j) |
| COLUMBUS<br>3,235 | Advocate<br>(e) | 1,673 | .02 | .... | (R) (J) (73) | D. Clyde Knock | D. Clyde Knock | Ed Skidmore | D. C. Knock<br>Milliard Knock (cm) | Millard Knock | |
| CONCORDIA<br>5,792 | Blade-Empire<br>(e) | 3,014 | .029 | .029 | (R) (AP) (J) (101) | Blade-Empire Pub. Co.<br>Ray Green, Pres. | Ray Green | Tom Kiene | Lester Shrouf (bm)<br>A. V. Lowell (cm) | Lester Shrouf<br>O. Carlgren (n) | Lee Shrouf |
| COUNCIL GROVE<br>2,898 | Republican<br>(e) | 1,950 | .02 | .02 | (R) (AP) (†) (J) (none) | J. B. Lawrence | J. B. Lawrence | | | W. F. Law | H. E. Sheldon<br>Darrell Taylor (j) |
| DODGE CITY<br>10,060 | Globe<br>(e) | 5,145 | .05 | .... | (I) (AP) (†) (62) | Globe Pub. Co.<br>J. C. Denious, Pres. | J. C. Denious<br>A. R. Buckingham | A. R. Buckingham<br>Porter Harvey (sp) | J. C. Denious<br>N. C. Petersen (bm)<br>N. C. Petersen, Sr. (cm) | N. C. Petersen<br>Leroy Sturdevant (cl) | Geo. Brewer |
| EL DORADO<br>10,311 | Times<br>(e) | 5,310 | .04 | .025 | (R) (AP) (†) (J) (74) | Times Pub. Co.<br>N. F. Frazier, Jr., Pres. | R. A. Clymer | W. R. Feder | R. A. Clymer<br>Albert Letts (cm) | R. E. Forgy | O. F. Huttenhoff<br>A. G. Hudson (j) |
| EMPORIA<br>14,067 | Gazette<br>(e) | **5,280** | .055 | .035 | (R) (AP) (†) (J) (74) | William Allen White. | W. A. White<br>Frank C. Clough | Frank C. Clough<br>Eugene Kemper (sp). | W. L. White<br>K. W. Davidson (asst. mgr.)<br>Martha Klein (cm) | E. T. Lowther<br>C. C. Alexander (n)<br>Mary Hughes (cl) | J. H. Schottler |
| FORT SCOTT<br>10,763 | Tribune-Monitor<br>(e) | 3,655 | .04 | .... | (I) (AP) (J) (143) | Tribune-Monitor Co.<br>Geo. W. Marble, Jr., Pres. | Geo. W. Marble, Jr. | Fred Ury (sp) | F. E. Milligan<br>Wm. Scott (cm) | D. E. Yates<br>A. W. Marble (n) | F. Decker |
| FRANKFORT<br>1,346 | Index<br>(e) | 1,532 | .018 | .... | (I) (J) (3) | H. H. & A. P. Hartman | H. H. Hartman | | H. H. Hartman | A. P. Hartman | |
| FREDONIA<br>3,446 | Herald<br>(e) | 1,813 | .021 | .... | (I) (J.) (AP) (none) | B. S. Hudson | B. S. Hudson | | | | |
| GARDEN CITY<br>6,121 | Telegram<br>(e) | 2,555 | .03 | .023 | (I) (AP) (J) (74) | Telegram Pub. Co.<br>R. B. Reed, Pres. | R. B. Reed | Earl Richardson | Gervais F. Reed | R. R. Allbaugh<br>Mae Purdy (cl) | Dean Treadwell<br>Wallie Emmons (j) |
| GOODLAND<br>3,626 | News<br>(e) | 1,171 | .021 | .021 | (I) (AP) (J) (73) | Western Kan. Pub. Co.<br>C. L. Bigler, Pres. | Chas. L. Bigler | | Chas. L. Bigler<br>Mrs. C. M. Jones (cm) | Lester F. Sage<br>Mrs. C. M. Jones (cl) | D. L. Rouse |
| GREAT BEND<br>5,548 | Tribune<br>(e) | 3,478 | .035 | .03 | (I-R) (AP) (70) | Will Townsley | C. R. Townsley<br>M. D. Spencer | M. D. Spencer | Dwight D. Clark<br>Helen Townsley (cm) | Dwight D. Clark<br>Helen Townsley (cl) | Paul Wesley |
| HAYS<br>4,618 | News<br>(e) | 1,975 | .03 | .025 | (I) (AP) (J) (73) | Frank Motz | Frank Motz | Donald Doane | Lester Motz (bm) | Albert McFarlin<br>Frank Motz (n) | Edw. Frank |
| HIAWATHA<br>3,305 | World<br>(e) | 3,160 | .03 | .03 | (I) (J) (70-73) | Ewing Herbert | Ewing Herbert | | Ewing Herbert | | |

(*Continued on page 38*)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## KANSAS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HAYS<br>4,618 | News<br>(e) 1,975 | .03 | .025 | (I) (AP) (J) (73) | Frank Motz | Frank Motz | Donald Doane | Lester Motz (bm) | Albert McFarlin<br>Frank Motz (n) | Edw. Frank |
| HIAWATHA<br>3,305 | World<br>(e) 3,160 | .03 | .03 | (I) (J) (70-73) | Ewing Herbert | Ewing Herbert | | Ewing Herbert | | |
| HUTCHINSON<br>27,085 | Herald<br>(m) **11,120**<br>News<br>(e) **13,550**<br>Combined Daily<br>(me) **24,670**<br>Sunday edition<br>(S) **11,014**<br>Evening & Sunday<br>(ES) | .... | .... | (I) (AP) (74) | Hutchinson Pub. Co.<br>John P. Harris, Pres. & Pub. | John P. Harris<br>Fred Henney | E. L. May (m)<br>Fredk. Mendell (sp-m)<br>Herbert Waggoner (e)<br>John Galloway (sp-e) | R. C. Ballard (bm)<br>B. R. Atkinson (cm) | Kenneth MacPherson<br>D. R. Lowe (cl) | D. M. Smith |
| INDEPENDENCE<br>12,782 | Reporter<br>(e) 4,876 | .05 | .036 | (R) (AP) (J) (74) | Independence Pub. Co.<br>O. S. Stauffer, Pres. | Chas. Spencer<br>Frank Sands | Justin R. Anderson<br>Bennett Waxse (sp) | Chas. Spencer<br>Mrs. Marion Boner (cm) | E. E. Hardwick | John Atkisson<br>A. J. Etzold (j) |
| IOLA<br>7,160 | Register<br>(e) 2,595 | .025 | .02 | (R) (AP) (†) (J) (none) | Chas. F. Scott | Chas. F. Scott | Charles Scott, Jr.<br>Horville Roberts (sp) | Angelo C. Scott<br>Harold Smith (cm) | Emerson E. Lynn | H. E. Whitaker<br>L. R. Varner (j) |
| JUNCTION CITY<br>7,407 | Union<br>(e) 3,750 | .03 | .03 | (I) (AP) (J) (143) | John Montgomery & Son | H. E. Montgomery | Lee Rich | | Marjorie Riney<br>N. Wenterich (cl) | O. Schultz<br>E. Verbecca (j) |
| KANSAS CITY<br>123,600 | Kansan<br>(e) **17,530**<br>Sunday edition<br>(S) **17,474** | .09<br>.09 | .075<br>.075 | (I) (UP) (mer) (†) (26) | Arthur Capper | W. A. Bailey | C. H. Nohe | W. A. Bailey<br>Lloyd Smith (cm) | Knowlton Parker<br>J. Felix Morris (n)<br>M. S. Weed (cl) | |
| LAWRENCE<br>13,726 | Journal-World<br>(e) **5,148** | .045 | .... | (R) (AP) (†) (J) (84) | World Co.<br>W. C. Simons, Pres. | W. C. Simons<br>J. W. Murray | E. A. Edwards | W. C. Simons<br>Dolph Simons (bm)<br>Grace Farris (cm) | R. A. deWatteville<br>Dolph Simons (n) | E. A. Farris |
| LEAVENWORTH<br>17,466 | Times<br>(e) **5,990**<br>Sunday edition<br>(S) **6,114** | .045<br>.045 | .04<br>.04 | (R) (AP) (†) (62) | D. R. Anthony, III | D. R. Anthony, III | Roy Oxandale<br>Gilbert Smith (sp) | D. R. Anthony, III<br>H. H. Seckler (bm)<br>Ed Smirh (cm) | H. H. Seckler<br>J. Kreuger (cl) | Henry Hampel |
| LIBERAL<br>5,300 | News<br>(e) 1,268 | .035 | .... | (R) (AP) (J) (70) | Warren Zimmerman | Warren Zimmerman<br>R. G. Zimmerman | | R. G. Zimmerman (bm)<br>W. T. Nichols (cm) | R. G. Zimmerman | C. B. Millham<br>W. Zimmerman (j) |
| LYONS<br>2,929 | News<br>(e) 2,211 | .02 | .... | (I) (AP) (none) | P. A. Jones | P. A. Jones | | P. A Jones (bm)<br>S. H. Jones (cm) | E. Tobias | J. H. Myers |
| McPHERSON<br>6,147 | Republican<br>(e) 1,850 | .025 | .... | (R) (AP) (J) (70) | W. J. Krehbiel | W. J Krehbiel | | K. R. Krehbiel | | |
| MANHATTAN<br>10,136 | Chronicle<br>(m) 1,933<br>Mercury<br>(e) 2,071<br>Combined daily<br>(me) 4,004<br>Sunday edition<br>(S) 1,933<br>Evening & Sunday<br>(ES) | .... | .... | (R) (AP) (J) (74) | Fay N. Seaton<br>Fred A. Seaton, Asso. Pub. | Fay N. Seaton<br>Owen Welch (me-m)<br>Dwight King (me-e) | D. G. Griffiths (sp-m)<br>Maurice DuMars (sp-e) | Fay N. Seaton<br>Fred A. Seaton (bm) | Homer Hewins (m)<br>R. L. Youngman (e)<br>R. M. Seaton (n) | Roy Cook<br>H. F. Parsons |
| NEODESHA<br>3,381 | Sun<br>(e) 1,487 | .02 | .... | (I) (AP) (J) (70) | C. E. Cowdery Estate | C. C. Bunger | Pearl Pettit<br>Joe Allen (sp) | C. C. Bunger | C. C. Bunger | P. A. Klayder |
| NEWTON<br>11,034 | Kansan-Republican<br>(e) 3,402 | .035 | .02 | (R) (AP) (J) (70) | Kansan Ptg. Co.<br>Mrs. J. C. Mack, Pres. | Mrs. J. C. Mack<br>J. L. Napier (asso. ed) | L. Steinkirchner (sp) | Ethel Ragsdale (bm)<br>W. T. Bolin (cm) | Ethel Ragsdale (n)<br>Mrs. R. W. Black (cl) | H. F. Nolte |
| NORTON<br>2,767 | Telegram<br>(e) 1,881 | .025 | .025 | (I) (AP) (J) (none) | Telegram Pub. Co., Inc.<br>J. C. Denious, Pres. | C. L. Jacoby | C. L. Jacoby | C. L. Jacoby<br>Mrs. Viola Burnham (cm) | H. L. Zickefoose | W. L. Knight (j) |
| OTTAWA<br>9,563<br>10,763 (ABC City) | Herald<br>(e) **4,836** | .04 | .04 | (I) (AP) (†) (J) (74) | John P. & Sidney F. Harris | Sidney F. Harris<br>W. E. Gilliland | Lawrence Piper | Sidney F. Harris<br>W. G. Snedaker (cm) | E. S. Bigler<br>James Welch (n-cl) | A. C. Heigele<br>G. N. Spenny (j) |
| PARSONS<br>14,903 | Sun<br>(e) **5,485** | .045 | .04 | (R) (AP) (†) (74) | Sun Pub. Co.<br>Clyde M. Reed, Pres. | Clyde M. Reed | Murray Kunkel<br>C. M. Reed, Jr. (sp) | Lester M. Combs<br>G. C. Krause (cm) | W. W. Goodwin<br>L. M. Combs (n)<br>Helen Stockdale (cl) | Ozro Willard |
| PITTSBURG<br>18,145 | Sun<br>(m) **5,901**<br>Headlight<br>(e) **5,027**<br>Combined Daily<br>(me) **10,928**<br>Sunday edition<br>(S) **6,063**<br>Evening & Sunday<br>(ES) | .... | .... | (R) (AP) (†) (74) | Pittsburg Pub. Co.<br>O. S. Stauffer, Pres. | F. W. Brinkerhoff | Louis Stroup (m)<br>Clyde Neibarger (e)<br>Kenneth Simons (sp) | G. A. Winters<br>D. E. Slagle (cm) | F. H. Vandegrift | A. N. Simion |
| PRATT<br>6,322 | Tribune<br>(e) 2,851 | .03 | .03 | (I) (AP) (J) (73) | Tribune Pub. Co.<br>Cecil P. Rich, Pres. | Chas. W. Pratt | Chas. W. Pratt<br>Dean Cochran (sp) | Cecil O. Rich (bm)<br>Stella Eubank (cm) | Paul Tupper<br>C. C. Moore (cl) | Cecil P. Rich<br>W. L. Leatherman (j) |
| SALINA<br>20,155 | Journal<br>(e) **11,925** | .06 | .... | (I-R) (AP) (74) | General Newsp. Pub. Co.<br>R. J. Laubengayer, Pres. | Roy F. Bailey<br>Fred J. Ludes | Dorothea Smith<br>Stuart Dunbar (sp) | Roy F. Bailey<br>John B. Smith (cm) | Earl C. Woodward | G. M. Harris |
| TOPEKA<br>64,120 | Capital<br>(m) **41,406**<br>Sunday edition<br>(S) **40,657**<br>State Journal<br>(e) **19,361** | .12<br>.12<br>.07 | ....<br>....<br>.... | (R) (AP) (J) (26)<br><br><br>(I-R) (AP) (15) | Arthur Capper<br><br><br>F. P. MacLennan Estate | H. T. Chase<br>C. H. Sessions<br><br>A. J. Carruth, Jr. | Clark Cross<br>L. H. McGee (sp)<br><br>R. E. Lewis<br>C. E. Hobbs (sp) | H. S. Blake (bm)<br>F. L. Hockenhull (cm)<br><br>Wm. P. Snyder (bm)<br>Morris D. Milam (cm) | F. B. Cunningham<br>W. R. Gilmore (cl)<br><br>Paul T. Morgan | L. H. Schenck<br>M. Crawford (j)<br><br>Otto L. Rahn |
| WELLINGTON<br>7,048 | News<br>(e) 2,291 | .025 | .021 | (I) (AP) (J) (70) | Harry L. Woods | Harry L. Woods | Fred Kraft, Jr.<br>E. J. Shaw (sp) | Fred Kraft, Jr. (bm) | Fred Kraft, Jr. | O. S. Sherwood<br>O. L. Bistline (j) |
| WICHITA<br>111,110 | Beacon<br>(e) **67,067**<br>Sunday edition<br>(S) **78,481**<br>Eagle<br>(m) **45,259**<br>Eagle<br>(e) **26,604**<br>Combined daily<br>(me) **71,863**<br>Sunday edition<br>(S) **56,045**<br>Evening & Sunday<br>(ES) | .16<br>.18<br><br><br><br><br>.16<br><br><br><br>.16 | ....<br>....<br><br>....<br>....<br><br>....<br><br>....<br>....<br>.... | (I) (AP, INS, UP) (†) (E) (84)<br><br><br>(I) (AP, UP) (†) (J) (E) (17-13) | Beacon Pub. Co.<br>M. M. Levand, Pres.<br>Louis & M. M. Levand, Pubs.<br><br>Marcellus M. Murdock. | Josh Wilson (ed. writer)<br>W. C. Shanklin<br><br>Victor Murdock<br>J. B. Doze (me-m)<br>John Reed (me-e) | T. L. Givens<br>Jack Copeland (sp)<br>Robt. Richards (Su)<br><br>Sam Kiefner (n)<br>Debs Myers (e)<br>Paul Lightner (sp)<br>Paul Wellman (Su) | M. M. Levand<br>John R. Levand (cm)<br><br>M. M. Murdock<br>Clyde W. Speer (asst. pub.)<br>Sidney D. Long (cm) | Chas Claus<br>A. T. Butler (n)<br>M. X. Garinger (cl)<br><br>M. E. Adamson<br>Carl Beuoy (n)<br>Marsh M. Murdock (cl) | Max Brown<br><br><br>Dee Allen (j) |
| WINFIELD<br>9,398 | Courier<br>(e) 4,678 | .04 | .032 | (R) (AP) (J) (70) | W. G. Anderson | W. G. Anderson | Miss Ruby Boory<br>H. L. Hart (sp) | W. G. Anderson | Nelson Bridge<br>Geo. H. Honnold (n) | Glen Seaman<br>W. H. Fiske (j) |

(*Continued on page* 40)

TRADE LINOTYPE MARK

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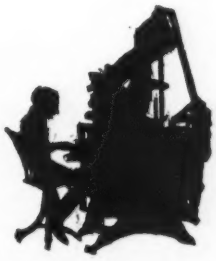

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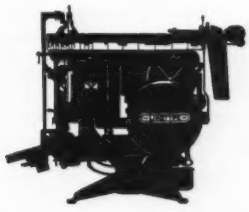

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## KENTUCKY

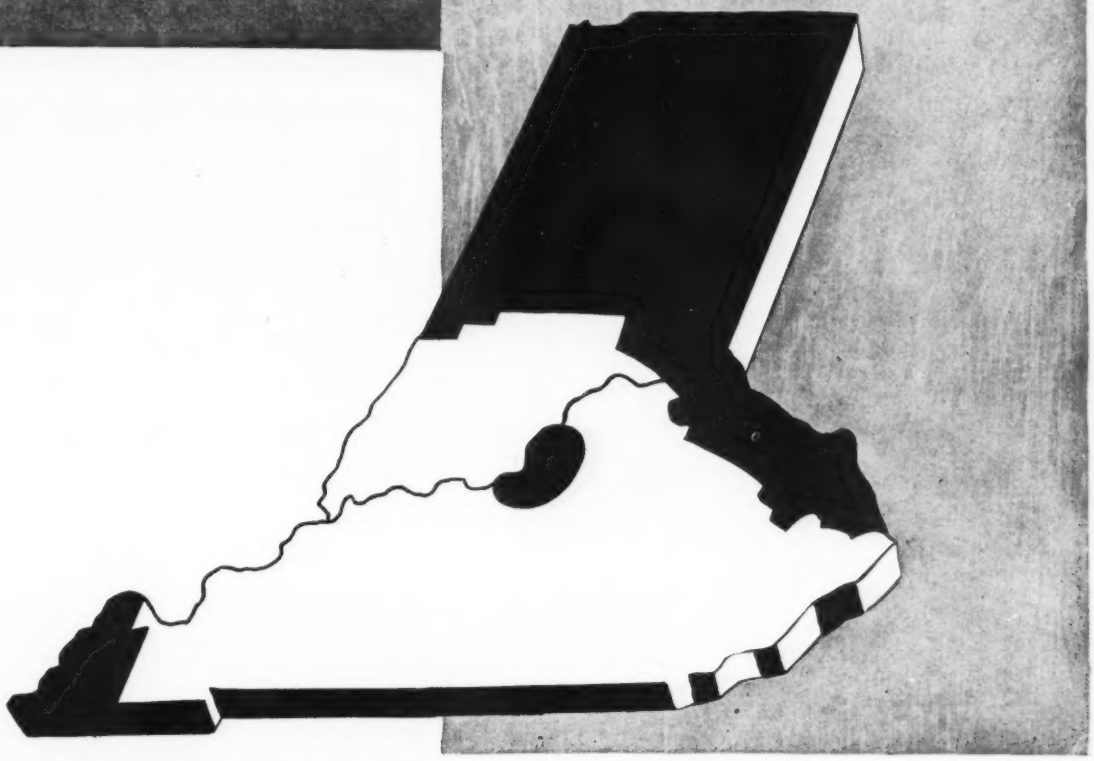
| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ASHLAND | Independent | | | | | | | | | |
| 29,074 | (e) **7,570x** | .054 | .028 | (I) (AP) (†) (105-4). | Ashland Pub. Co. B. F. Forgey, Pres. | B. F. Forgey | | J. T. Norris (bm) | | |
| | Sunday edition (S) **8,785x** | .054 | .... | | | | | | | |
| BOWLING GREEN | Park City News | | | | | | | | | |
| 12,348 | (e) **2,008** | .025 | .... | (D) (AP) (J) (143) | C. M. Gaines | D. T. Caywood | | C. M. Gaines (bm) A. Temple (cm) | J. Lindsey (n) | |
| | Times-Journal (e) 1,350 | .018 | .018 | (D) (INS) (J) (28) | Times Journal Co. H. H. Denhardt, Pres. | J. G. Denhardt | E. C. Jenkins | | K. R. Cheek | W. H. Jackson |
| COVINGTON | Kentucky Post | | | | | | | | | |
| 65,252 | (e) ..... | .08 | .... | (I) (UP) (†) (131) | Post Pub. Co. (Cincinnati) | Don Weaver | Paul Wessling Howard Raver (sp) | C. H. Willenborg (bm) George Groene (cm) | C. H. Willenborg John B. Green (cl) | |
| | Kentucky Times-Star (e) ..... | .07 | .... | (R) (AP, INS, CP) (†) (J) (E) (95-116) | Hulbert Taft | Pryor C. Tarvin | | | | |
| DANVILLE | Kentucky Advocate | | | | | | | | | |
| 6,729 | (e) 3,007 | .021 | .... | (D) (AP) (J) (none) | Columbia Ptg. Co. W. V. Richardson & W. O. McIntyre Estate | W. Vernon Richardson | Jack G. Durham | W. Vernon Richardson | W. V. Richardson Mary L. Friel (cl) | E. E. Vaught |
| | Messenger (e) 2,084 | .02 | .... | (D) (UP, INS) (J) (105-4) | J. Curtis Alcock & J. Robert Smith | J. C. Alcock & J. R. Smith | | | | I. G. Jackson |
| FRANKFORT | State Journal | | | | | | | | | |
| 11,626 | (m) 3,150 | .025 | .... | (D) (AP) (J) (1) | State Journal Co. | J. L. Newman D. Moss | | J. L. Newman J. P. Newman (bm) | J. P. Newman (n) | |
| | Sunday edition (S) 3,150 | .025 | .... | | | | | | | |
| FULTON | Leader | | | | | | | | | |
| 3,502 | (e) **1,264** | .018 | .018 | (D) (AP) (J) (none) | Baptist Flag Pub. Co. J. H. Moore, Pres. | R. T. & J. H. Moore. | | | | J. H. Moore |
| HARLAN | Enterprise | | | | | | | | | |
| 4,327 | (e) 2,375 | .03 | .... | (105-4) | J. M. Alverson | Don F. Whitehead | | | | |
| | Sunday edition (S) 2,375 | .03 | .... | | | | | | | |
| HENDERSON | Gleaner | | | | | | | | | |
| 11,668 | (m) **2,047** | .... | .... | | | | | | | |
| | Journal (e) 917 | .... | .... | (D) (AP) (J) (41) | L. Harris | | | L. Harris E. C. Porter (cm) | | |
| | Combined daily (me) 2,964 | .04 | .... | | | | | | | |
| | Sunday edition (S) **2,673** | .04 | .... | | | | | | | |
| HOPKINSVILLE | Kty. New Era | | | | | | | | | |
| 10,746 | (e) 4,150 | .03 | .... | (D) (AP) (J) (105-4) | Kentucky New Era, Inc. A. W. Wood, Pres. | D. H. Taylor | Joe Dorris | T. F. Wood (bm) R. D. Moseley (cm) | A. W. Wood, Jr. | F. Torian W. A. Wade (j) |
| LEXINGTON | Herald | | | | | | | | | |
| 45,736 | (m) **16,684** | .08 | .046 | (D) (AP) (84) | Lexington Herald Co., Inc. Desha Breckinridge, P-Pres. | Thos. R. Underwood. | Robert Rouse Neville Dunn (sp) | Thos. R. Underwood. Henry Cogswell (cm). | E. H. Bubert G. W. Kemper (cl) | N. P. Miller |
| | Sunday edition (S) **15,316** | .08 | .... | | | | | | | |
| | Leader (e) **18,674** | .08 | .042 | (R) (AP) (mer) (†) (74) | John G. Stoll | John G. Stoll Chas. G. Dickerson | A. B. Guthrie, Jr. Brownie Leach (sp-Su) | Fred B. Wachs Chas. W. Crum (cm). | D. B. Weer W. F. McDowell (cl) | |
| LOUISVILLE | Courier-Journal | | | | | | | | | |
| 307,745 | (m) **91,339** | .... | .... | | | | | | | |
| | Times (e) **89,900** | .... | .... | (I) (AP, UP, NANA) (*S) (†) (E) (17) | Robert W. Bingham, Pres-Pub. | Harrison Robertson (m) Tom Wallace (e) Neil Dalton (me-m) A. Y. Aronson (me-e) | Poucher Coleman (ce-m) T. S. Perkins (ce-e) Bruce Dudley (sp-m) Louis P. McNeely (sp-e) | E. Levi (gm-V.P.) H. W. Stodghill (bm) | H. M. McClaskey (loc) A. R. Magee (n) O. S. Wespe (cl) | |
| | Combined daily (me) **181,139** | .34 | .... | | | | | | | |
| | Sunday edition (S) **143,596** | .32 | .... | | | | | | | |
| | Herald-Post (e) **32,959** | .10 | .... | (I) (INS) (E) (84) | Herald-Post, Inc. Walter H. Girdler, Pub-Pres. | R. E. Roberts | J. Blanford Taylor Frank M. Blunk (sp). | Chas. J. Hodapp Clay Smith (cm) | Charlie Miller L. Aronson (n) Earl Bain (cl) | G. Schuhmann |
| MADISONVILLE | Messenger | | | | | | | | | |
| 6,908 | (e) 3,982 | .03 | .02 | (D) (AP) (70) | Madisonville Pub. Co., Inc. Edgar Arnold, Pres. | Woodson Browning & Edgar Arnold | Albert Larmouth Brice Salmon (sp) | Woodson Browning (bm) Mary Royster (cm) | Brice Salmon Edgar Arnold (n) | C. Harris |
| MAYFIELD | Messenger | | | | | | | | | |
| 8,177 | (e) 3,872 | .03 | .025 | (D) (AP) (J) (70) | Mayfield Pub. Co. Frank O. Evens, Pres. | Alton Hamlet | Nathan Yates (sp) | Roy C. Evens | Roy C. Evens | |
| MAYSVILLE | Bulletin | | | | | | | | | |
| 6,557 | (m) ..... | .014 | .... | (D) (28) | | G. McCarthy | | G. McCarthy | | |
| | Independent (m) 3,750 | .025 | .... | (I) (AP) (J) (143) | Purdon & Schatzman | John D. Littlejohn | | James Purdon | | |
| | Public Ledger (e) 1,878 | .02 | .... | (R) (J) (79) | Clarence Matthews | | | Clarence Matthews | | |
| MIDDLEBORO | News | | | | | | | | | |
| 10,350 | (e) 2,283 | .03 | .02 | (I) (UP) (mer) (J) (70) | Citizen-News Co., Inc. Robert L. Kincaid, Pres. | Robert L. Kincaid | Robt. L. Kincaid | Robt. L. Kincaid | Robt. L. Kincaid Mary Kilcoyne (cl) | M. Wright |
| OWENSBORO | Messenger | | | | | | | | | |
| 22,765 | (m) **8,886** | .... | .... | | | | | | | |
| | Inquirer (e) **5,220** | .... | .... | (D) (AP) (none) | Owensboro Pub. Co. Lawrence W. Hager, Pres. | Lawrence W. Hager Jas. M. Pendleton | H. O. Potter L. D. Gasser (sp) | W. B. Hager Geo. M. Fuqua (bm). Jerome C. Conrey (cm) | Gordon A. Yancey G. M. Fuqua (n) Rex Hurt (cl) | M. R. Smith & F. M. Reuter |
| | Combined daily (me) **14,106** | .08 | .07 | | | | | | | |
| | Sunday edition (S) **14,289** | .08 | .... | | | | | | | |
| PADUCAH | Sun-Democrat | | | | | | | | | |
| 33,541 | (e) **15,202** | .08 | .... | (I) (AP, UP) (E) (22) | Paducah Newspapers, Inc. Elliott C. Mitchell, Pub. W. P. Paxton, Pres. | Elliott C. Mitchell Joseph O. LaGore | John T. Ross S. Livingston (sp) Edwin Greenwald (Su) | Elliott C. Mitchell J. L. Roth (bm) Muri Givens (cm) | E. H. Mammen J. E. Hazel (n) R. H. Brown (cl) | O. H. Ruthenburg |
| | Sunday edition (S) **15,716** | .08 | .... | | | | | | | |
| RICHMOND | Register | | | | | | | | | |
| 6,495 | (e) 4,005 | .035 | .025 | (D) (AP) (J) (28) | Register Co. Keen Johnson, Pub-Pres. | Keen Johnson | Jas. L. Miller | Keen Johnson T. B. Challinor (bm). A. B. Challinor (cm). | T. B. Challinor (cl) Mrs. T. T. Covington (cl) | J. L. Strong J. L. Sowers (j) |
| WINCHESTER | Sun | | | | | | | | | |
| 8,233 | (e) 4,756 | .03 | .018 | (D) (AP) (J) (54) | Winchester Sun Co., Inc. George E. Tomlinson, Pres. | W. A. Beatty | W. C. Caywood, Jr. | W. A. Beatty E. W. Hedrick (cm) | E. B. Fisher Mrs. Pearl M. Bobbins (cl) | O. B. Tolin |

## LOUISIANA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALEXANDRIA | Town Talk | | | | | | | | | |
| 23,025 | (e) 8,283 | .05 | .... | (D) (AP) (149a-75) | McCormick & Co., Inc. R. C. Jarreau, Pub. Mrs. Vera H. Wilson, Pres. | R. C. Jarreau | H. H. Mobley R. W. Brewer (sp) | Hunter Jarreau John E. Richardson (cm) | Hunter Jarreau Julia Brown (cl) | G. H. Dale J. R. Senseney (j) |
| BATON ROUGE | Advocate | | | | | | | | | |
| 30,729 | (m) **2,201** | .... | .... | | | | | | | |
| | State Times (e) **8,803** | .... | .... | (D) (AP) (20) | Capital City Press Chas. P. Manship-Pub.-P. | Chas. P. Manship A. J. Alleman (me-m) C. P. Liter (me-e) | E. Gueymard (m) I. B. Ogden (e) W. I. Spencer (sp-m). M. McCann (sp-e) | Chas. P. Manship Alvin Sholar (cm) | H. S. Benjamin N. A. Pritchard (n) Alvin Meyer (cl) | W. N. Cabell |
| | Combined daily (me) **11,004** | .07 | .081 | | | | | | | |
| | Sunday edition (S) **3,896** | .07 | .... | | | | | | | |
| CROWLEY | Signal | | | | | | | | | |
| 7,656 | (e) 2,194 | .03 | .022 | (I) (AP) (none) | Signal Pub. Co., Inc. James H. Skewes, Pres. | Orville E. Priestley | | | L. O. Broussard | |

(*Continued on page 42*)

# KENTUCKIANA



## *A Major Market of the Middle West*

Louisville and its market, Kentuckiana, have attracted nation-wide attention during the past year. For the last six months of 1933 this section stood out as one of the bright spots of the country . . . as one of the least affected by the depression and as one of the first to respond to recovery measures.

Kentuckiana is one of the largest markets in the Middlewest, including within its limits some of the richest farm land in the Nation, as well as highly important industrial centers. The output of this market is very widely diversified, both industrially and agriculturally, and this has been an important factor in preserving economic stability in this section.

And this territory, which includes a large part of Southern Indiana as well as the major part of Kentucky, is unique in that a single metropolitan newspaper dominates the entire section . . . a single medium which can deliver your message into every community in this responsive market at a single low cost—

# The Courier-Journal
# THE LOUISVILLE TIMES

*Major Market Newspapers, Inc.* -:- *Audit Bureau of Circulations*

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## LOUISIANA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HAMMOND<br>6,072 | Courier<br>(m) 2,752 | .025 | .02 | (I-D) (AP) (J) (54) | Courier Pub. Co., Inc.<br>Wm. Holding Carter, Jr., Pub-Pres. | Wm. Holding Carter, Jr.<br>Betty W. Carter | Howard Hyde | Cotton Ward (cm) | Betty W. Carter | W. Mills<br>Thos. Ford (j) |
| LAFAYETTE<br>14,635 | Advertiser<br>(e) 4,170 | .035 | .035 | (I-D) (AP) (J) (40) | Advertiser Gazette, Inc.<br>Thos. M. Callahan, Pub.<br>Morgan Murphy, Pres. | Thos. M. Callahan<br>Will F. Candler | Will F. Candler<br>Raoul Guidry (sp) | Thos. M. Callahan<br>Paul Elmer (bm)<br>Chas. Walker (cm) | Paul Elmer<br>Claire Campbell (n)<br>Kermit Escudier (cl) | O. A. Fournet |
| LAKE CHARLES<br>15,791 | American Press<br>(e) 5,668 | .04 | .... | (I-D) (AP) (149a-75) | F. A. Smith | | | F. A. Smith<br>L. C. Martin (cm) | V. M. Andrus (n) | |
| MONROE<br>26,028 | World<br>(m) **7,948**<br>News-Star<br>(e) **9,219**<br>Combined daily<br>(me) **17,167**<br>Sunday edition<br>(S) **13,776**<br>Morning & Sunday<br>(ms) ..... | ....<br>....<br>.10<br>....<br>.10 | ....<br>....<br>....<br>....<br>.... | (I) (AP) (J) (17) | John D. Ewing<br>Wilson Ewing (Asso-Pub.) | Fred Williamson | Dewitt Henry (ce-m).<br>H. H. Brinsmaid (ce-e)<br>Geo. V. Lofton (sp) | J. M. Myatt<br>R. B. Corn (cm) | Wilson Ewing<br>E. N. Mansberg (cl) | |
| NEW ORLEANS<br>458,762 | Tribune<br>(m) **34,945**<br>Item<br>(e) **57,775**<br>Combined daily<br>(me) **92,720**<br>Sunday edition<br>(S) **69,918**<br>Times-Picayune<br>(m) **84,683**<br>States<br>(e) **30,991**<br>Combined daily<br>(me) **125,674**<br>Sunday edition<br>(S) **160,202** | .13<br>.17<br>.22<br>.18<br>.20<br>.15<br>.30<br>.25 | ....<br>....<br>....<br>....<br>....<br>....<br>....<br>.... | (I-D) (AP, UP, NANA) (J) (E) (89)<br>(I-D) (AP, INS, US, CT) (†) (J) (E) (109) | Item Co., Ltd.<br>James M. Thomson, Pub.<br>Times-Picayune Pub. Co.<br>L. K. Nicholson, Pres. | Marshall Ballard<br>Clark Salmon<br>L. K. Nicholson (m)<br>J. Walker Ross (e)<br>Bernard L. Krebs (me-m)<br>J. Walker Ross (me-e) | D. H. Higgins<br>Fred Digby (sp)<br>Chas. Campbell (Su)<br>George Healy, Jr. (m)<br>James E. Crown (e)<br>Wm. McG. Keefe (sp-m)<br>Harry Martinez (sp-e) | A. G. Newmyer (gm).<br>J. W. Fans (asst.-gm).<br>P. J. Thomson (cm)<br>L. K. Nicholson<br>John F. Tims, Jr. (bm)<br>John M. Black (cm) | L. R. Jalenak<br>C. W. Hancock (n)<br>J. M. Niehaus (cl)<br>Audrey Murray<br>Roland Ladreyt (n)<br>Donald W. Coleman(cl) | J. Haindle<br>W. C. Hayden (j)<br>F. K. Forstall |
| RUSTON<br>4,400 | Leader<br>(e) 1,200 | .025 | .02 | (D) (†) (J) (54) | Leader Pub. Co., Inc.<br>C. E. Faulk, Jr., Pres. | C. E. Faulk, Jr. | C. E. Faulk, Jr. | C. E. Faulk, Jr. | C. E. Faulk, Jr. | |
| SHREVEPORT<br>76,655 | Journal<br>(e) **22,187**<br>Times<br>(m) **30,815**<br>Sunday edition<br>(S) **44,369** | .06<br>.09<br>.12 | .07<br>....<br>.... | (D) (AP) (J) (20)<br>(D) (AP, UP) (†) (7) | D. Attaway<br>Times Pub. Co., Inc.<br>John D. Ewing, Pres. | D. G. Frantz<br>John D. Ewing<br>Chas. A. Hazen | W. W. Moore<br>Otis Harris (sp)<br>Ralph N. Swanson<br>Joe R. Carter (sp) | D. Attaway<br>T. R. Grafton (bm)<br>W. D. Green (cm)<br>L. A. Mailhes<br>E. H. Mapps (cm) | A. C. Harris<br>H. T. Riddle (n)<br>G. Richardson (cl)<br>L. C. Lau<br>Richard Hale (n)<br>J. R. Faulkner (cl) | S. B. Harper<br>R. R. Tobias |

## MAINE

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| AUGUSTA<br>18,000 | Kennebec Journal<br>(m) **8,574** | .065 | .04 | (I-R) (AP) (J) (96) | Gannett Pub. Co.<br>Kennebec Journal Co.<br>F. R. Lord, Pres. | John V. Lane<br>Daniel Berran | Clyde Metcalf<br>Richard Kendall (sp) | F. R. Lord<br>Horace Colburn (bm)<br>Edward Byron (cm) | Lester M. Hart<br>John Conant (cl) | Orlando Kimball<br>J. F. Dacey (j) |
| BANGOR<br>28,317<br>36,203 (A. B. C. City) | Commercial<br>(e) 16,926<br>News<br>(m) **23,975** | .05<br>.075 | .04<br>.... | (I) (AP) (J) (56)<br>(I) (AP) (E) (137-47) | J. P. Bass Pub. Co.<br>Harry F. Ross, Pres.<br>Bangor Pub. Co.<br>F. D. Jordan, Pres. | Oliver L. Hall<br>L. T. Smyth<br>J. M. O'Connell, Jr. | O. H. Shepard<br>Wm. Gengan (sp)<br>J. M. O'Connell, Jr.<br>Jack Moran (sp) | Alfred I. Babb<br>(bm-cm)<br>Fred D. Jordan<br>Walter B. Reed (bm) | J. R. Welch<br>A. I. Babb (n)<br>Ernest P. Gosling | Fred L. King<br>Chas. Wilcox (j) |
| BATH<br>9,110 | Times<br>(e) 1,902 | .015 | .... | (R) (AP) (J)( 96) | Times Co.<br>F. B. Nichols, Pres | Harry C. Webber | | F. B. Nichols | Frank B. Nichols | |
| BIDDEFORD<br>17,633 | Journal<br>(e) 5,440 | .03 | .025 | (I-R) (AP) (J) (96) | Journal Pub. Corp.<br>J. A. Cook, Pres. | R. F. Wormwood<br>James A. Cook | Timothy Mahoney | James A. Cook<br>Leo Joncas (cm) | James A. Cook | W. H. Harmon<br>W. H. Heffernan |
| LEWISTON<br>53,519 (inc. Auburn) | Sun<br>(m) **18,636**<br>Journal<br>(e) **12,170**<br>Combined Daily<br>(me) **30,806** | ....<br>....<br>.10 | ....<br>....<br>.15 | (I) (AP) (96)<br>(R) (AP) (96) | Lewiston Daily Sun, Inc.<br>L. B. Costello, Pres. | Geo. W. Wood (m)<br>Arthur G. Staples (e) | N. W. Benner (m)<br>Clifford Gove (sp-m).<br>Daniel S. Dexter (e)<br>Norman Thomas(sp-e) | L. B. Costello<br>Frank S. Hoy (bm-cm) | Frank S. Hoy | R. H. Costello |
| PORTLAND<br>70,810<br>84,850 (ABC City) | Express<br>(e) **22,121**<br>Press-Herald<br>(m) **36,724**<br>Combined Daily<br>(me) **58,845**<br>Sunday edition<br>(S) **42,935**<br>Evening and Sunday<br>(ES) .....<br>News<br>(e) **13,833** | ....<br>....<br>.16<br>....<br>.16<br>.08 | ....<br>....<br>....<br>....<br>....<br>.05 | (R) (AP, UP, INS) (96)<br>(I) (UP) (119) | Portland Maine Pub. Co.<br>Guy P. Gannett, Pres.<br>Portland Evening News, Inc. | Harry M. Bigelow (m)<br>Fred K. Owen (e)<br>N. E. Gordon (man ed)<br>Ernest Gruening | F. E. Cousins (m)<br>C. W. Stevens (e)<br>W. C. Cornish (sp-m)<br>E. D. Small (sp-e)<br>H. J. R. Tewksburg (Su)<br>C. W. Giddinge<br>A. C. Buck (sp) | Roy L. Wardwell<br>Ralph E. Gray (cm)<br>Wm. H. Bruce<br>D. L. Minster (cm) | D. R. Davis<br>H. S. Beverage (cl)<br>M. C. Gross<br>G. A. Kilbride (cl) | P. G. Owen |
| WATERVILLE<br>15,454 | Sentinel<br>(m) 6,918 | .04 | .035 | (I) (AP) (96) | Sentinel Pub. Co.<br>Guy P. Gannett, Pres. | F. W. Manson<br>Caleb A. Lewis | E. D. Talberth | Caleb A. Lewis<br>H. N. Grey (cm) | | C. Ralph Fitch |

## MARYLAND

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANNAPOLIS<br>12,531 | Capital<br>(e) 2,862 | .025 | .021 | (I-D) (AP) (J) (40) | Capital-Gazette Press<br>Talbot T. Speer, Pres. | David S. Jenkins | E. M. Jackson<br>Linton Burkett (sp) | David S. Jenkins<br>J. B. Moore (cm) | F. Dammeyer<br>Helen Strange (cl) | MalcolmDeConway |
| BALTIMORE<br>805,753 | News<br>(e) **145,906**<br>Sunday American<br>(S) **198,645**<br>Post<br>(e) **72,144**<br>Sun<br>(m) **137,749**<br>Evening Sun<br>(e) **131,475**<br>Combined daily<br>(me) **269,224**<br>Sunday edition<br>(S) **177,283** | .30<br>.35<br>.17<br>....<br>....<br>.50<br>.50 | ....<br>....<br>.07<br>....<br>....<br>.32<br>.... | (I) (AP, INS, US) (†) (E) (16)<br>(I) (UP) (131)<br>(I-D) (AP, UP, CP, NYHT, MG) (*S) (†) (E) (155-115) | Evg. News Co.<br>John R. Hearst, Pres.<br>Baltimore Pub. Co.<br>Millicent V. Hearst, Pres.<br>A. B. Chivers, Pub.<br>Scripps-Howard Newspapers<br>A. S. Abell Co.<br>Paul Patterson, Pres. | W. M. Baskervill(me)<br>A. D. Brashears<br>Clayton Fritchey<br>John W. Owens (m)<br>Wm. E. Moore (me-m)<br>Hamilton Owens (e)<br>J. E. Murphy (me-e) | Andrew Banks<br>Rodger Pippin (sp)<br>Eugene C. Fisher<br>J. Lester Scott (sp)<br>H. K. Fleming (m)<br>J. A. Linthicum(sp-m)<br>C. Bruce Earnest (e)<br>A. Paul Menton (sp-e)<br>Mark S. Watson (Su) | Ward C. Mayborn<br>Carl B. Julian (cm)<br>U. J. Kraemer (bm)<br>S. Swan (cm)<br>Wm. E. Schmick (bm)<br>E. P. Kavanaugh (cm) | Erwin Huber<br>Walter Chandler (n)<br>L. J. Frenkel (cl)<br>W. C. Bussing<br>Guy J. Needy (cl)<br>Walter K. Wall<br>Chas. O. Reville (n)<br>G. T. Bertsch (cl) | Frank B. Hand<br>Louis F. Fries |
| CAMBRIDGE<br>8,544 | Banner<br>(e) 1,628 | .02 | .02 | (D) (AP) (J) (41) | Webb & Webb | P. Watson Webb | P. Watson Webb | P. Watson Webb (bm)<br>E. R. McNamara (cm) | P. Watson Webb | M. C. Hart (j) |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MARYLAND (Continued)

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CUMBERLAND... 37,747 | News (m) | **7,432** | .05 | .025 | (R) (AP) (40)..... | Daily News Co..... Allen B. Spier, Pres. C. W. Donnelly, Pub. | John O. Nelson..... J. A. Halloran..... | Lin Celdon..... C. V. Burns (sp)..... | John O. Nelson..... R. J. Setchanove (bm) E. E. Davis (cm)..... | Howard F. Knox.... R. J. Setchanove (n) R. W. Stevenson (cl) | Geo. Woerner |
| | Times (e) | **14,093** | .07 | .... | (D) (AP) (J) (41)... | Times & Alleganian Co. Joseph B. Finan, Pres. | Joseph B. Finan..... | F. Lee Carl..... E. Grunning (sp)..... J. W. Hunt (Su) ... | G. C. Snyder (bm)... J. K. Mooney (cm).. ..... | M. Frendergast..... E. M. Moody (n) G. C. Snyder (cl) | J. K. Mooney |
| | Sunday edition (S) | **13,685** | .07 | .... | | | | | | | |
| FREDERICK..... 14,434 | Post (m) | 4,124 | .... | .... | (I) (AP) (†) (J) (75) | Great Southern P. & P. Co. | R. E. & Wm. T. Delaplaine | J. L. C. Sunday (m).. August T. Brust (e).. Henry Decker (sp)... | Wm. T. Delaplaine (bm)..... Wm. Brandenburg (cm) | Richard Dutrow..... Franklin Marsh (n).. | W. S. Bennett T. A. Whitmore (j) |
| | News (e) | 4,999 | .... | .... | | | | | | | |
| | Combined daily (me) | 9,123 | .04 | .036 | | | | | | | |
| HAGERSTOWN... 30,861 | Herald (m) | **4,910** | .... | .... | (R) (AP) (J) (22-25) | Herald-Mail Co..... | C. M. Baylor (m).... J. A. Hawkin (e) | ..... | S. E. Phillips..... | ..... | ..... |
| | Mail (e) | **8,395** | .... | .... | (D) (AP) (J) (22-55) | | | | | | |
| | Combined daily (me) | **13,305** | .06 | .... | | | | | | | |
| SALISBURY..... 10,997 | Times (e) | 3,354 | .03 | .025 | (D) (AP) (J) (41)... | News Pub. Co..... A. T. Truitt, Pres. | Chas. J. Truitt..... A. T. Truitt | C. J. Truitt..... | Alfred T. Truitt..... | J. K. Heaster..... | W. S. Dougherty |

## MASSACHUSETTS

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AMESBURY..... 11,899 | News (e) | ..... | .025 | .... | (I) (J) (41)..... | Amesbury Pub. Co., Inc. C. S. Coffin. Pres. | E. J. Graves..... | ..... | C. H. Coffin (bm).... E. R. Coffin (cm) | ..... | T. R. Coffin |
| ARLINGTON..... 36,094 | News (e) | 1,728 | .035 | .035 | (I) (J) (none)..... | SamuelSaywood,Pub. J. D. P. Wingate, Pres. | L. A. Brodeur..... A. J. Mansfield..... | Robert Forest (sp)... ..... | A. H. Mansfield (bm) ..... | A. J. Mansfield..... P. Bartlett (cl)..... | O. Vlask J. J. Mansfield (j |
| ATTLEBORO..... 21,769 | Sun (e) | **5,518x** | .04 | .025 | (I) (AP) (J) (96).... | Sun Pub. Co..... C. C. Cain, Jr., Pub.-Pres | Clarence D. Roberts. | Frank P. Feeney..... EldenG. Berthold (sp) | C. C. Cain, Jr..... EldenG.Berthold(cm) | H. A. Millard..... G. B. Guillette (cl).. | A. A. Penney R. Belcher (j) |
| BEVERLY..... 25,086 | Times (e) | 5,127 | .035 | .03 | (I) (INS) (137)..... | Times Pub. Co..... Lewis R. Hovey, Pub. Laurance S. Hovey, Pres. | Lewis R. Hovey..... | Lawrence P. Stanton. Francis King (sp)..... | Lewis R. Hovey..... Paul Bauer (cm) | Laurance S. Hovey... | Edw. Hutt |
| BOSTON..... 781,888 1,924,642 (metrop) | American (e) | **241,979x** | .50 | .25 | (I) (AP, INS, US) (†) (E) (16) | N. E. Newspaper Pub. Co. Carl Dreyfus, Pub. W. R. Hearst, Pres. | T. A. Robertson J. A. Malloy(me-Su) | Alan C. Frazer..... Austen Lake (sp-e)... P. C. O'Brien (sp-Su) J. W. Reardon (Su) | J. W. Kenney (cm)... ..... ..... | J. J. Cremmen..... H. G. Kern (n) R. J. Meyers (cl) | T. S. Rowlett |
| | Sunday Advertiser (S) | **417,493x** | .75 | .25 | | | | | | | |
| | Christian Science Monitor (e) | **112,454** | .40 | .25 | (AP, UP) (*Wed) (†) (E) (27a) | Christian Science Pub. Society | *Monitor Editorial Board | Volney D. Hurd..... G. M. R. Holmes (sp) | Roland R. Harrison (bm) Col. H. A. Johnson (cm) | Norman S. Rose..... M. A. Blanchard (n) | H. T. Stanger |

*(Monitor Editorial Board: Willis J. Abbot, contributing editor; Roland R. Harris, manager, Christian Science Pub. Soc.; Albert F. Gilmore, Board of Trustees; Frank L. Perrin, executive editor and J. Roscoe Drummond, general news editor.)

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Globe (m) | **132,194** | .... | .... | (I) (AP) (†) (E) (115-155-130-34-54-82) | Globe Newspaper Co. | | ..... | Wm. O. Taylor (bm). | ..... | ..... |
| | Globe (e) | **133,934** | .... | .... | | | | | | | |
| | Combined daily (me) | **266,128** | .50 | .... | | | | | | | |
| | Sunday edition (S) | **306,467** | .55 | .... | | | | | | | |
| | Herald (m) | **119,419** | .... | .... | (R) (AP, UP, NYT) (*Sat.-S) (mer) (†) (J) (E) (89-33) | Herald-Traveler Corp. E. W. Preston, Pub. | R. B. Choate..... | ..... | E. W. Preston (bm).. Karl K. Hall (cm) | ..... | ..... |
| | Traveler (e) | **153,004** | .... | .... | | | | | | | |
| | Combined daily (me) | **272,423** | .50 | .... | | | | | | | |
| | Sunday edition (S) | **128,226** | .40 | .... | | | | | | | |
| | News Bureau (me) | 6,480 | .30 | .... | (I) (UP)..... | Boston News Bureau, Inc. Herbert M. Cole, Pres. | Herbert M. Cole..... Frank M. Simmons.. | ..... ..... | Guy Bancroft (bm).. Thos F. Lyons (cm).. | Guy Bancroft..... | J. F. Kelly |
| | Post (m) | **346,607** | .60 | .40 | (I-D) (AP, UP, CT, NYHT) (†) (J) (E) (76-12) | Post Pub. Co..... Richard Grozier, Pub. W. F. Carley, Pres. | Richard Grozier..... Clifton B. Carberry.. | Edward J. Dunn..... Howard G. Reynolds, (sp) C. E. L. Wingate (Su) | Wm. H. Paul (bm).. EdwinJ.Maguire(cm) | Alfred H. Marchant.. M. J. Noonan (n) H. C. Stuart, Jr. (cl) | J. D. Hurley |
| | Sunday edition (S) | **290,103** | .55 | .34 | | | | | | | |
| | Record (e) | **295,249** | .40 | .20 | (I) (AP, INS, US) (E) (123) | NortheasternPub.Co. John T. Cushing, Pub.-Pres. | James P. Murphy (me) | Harry Gray..... S. J. Mahoney (sp)... | F. W. Worsley (cm). ..... | Ernest Hoftyser..... Wm. Cavanaugh (n) | T. S. Rowlett |
| | Transcript (e) | **33,605** | .25 | .20 | (I-R) (AP) (43-12).. | Boston Transcript Co. Geo. E. Stephenson, Pres. | Henry T. Claus..... W. E. Playfair..... | Chas. F. Marsden.... Geo. C. Carens (sp).. | Louis M. Hammond. L. M. Hammond, Jr. (cm) | William F. Rogers... Shedd Vandenberg (n) Thos. P. Mandell (cl) | Chas. H. Phinney |
| | Saturday edition (S) | **46,245** | .25 | .... | | | | | | | |
| BROCKTON..... 63,797 | Enterprise (e) | **24,767x** | .08 | .07 | (I) (UP) (96)..... | Enterprise Pub. Co.. S. H. Rich, Pres. | D.M. Travis (news-ed) S. H. Rich (me)..... | Robt. Riordan..... .. Jas. H. Burke (sp)... | Chas. L. Fuller (bm). Albert C. Carleton(cm) | William F. Hallisey.. Geo. Barnfield (n) | Wm .W. Adams |
| | Times (e) | **7,998x** | .045 | .045 | (I) (AP) (none).... | Brockton Times Pub. Co. John D. Bogart, Pub.-Pres. | John D. Bogart..... James M. Durant.... | Roger B. Wheeler.... John Corcoran (sp).. | John D. Bogart..... W. N. Churchill (bm) Philip Rooney (cm) | Ernest W. Lawson... | ..... |
| CHELSEA..... 45,816 | Record (e) | ..... | .018 | .... | (I) (none)..... | S. H. Robie..... | S. H. Robie..... | H. D. Hancock..... F. W. Leary (sp)..... | S. H. Robie (bm).... P. H. Carroll (cm)... | E. M. Brown..... H. J. Brown | ..... |
| CLINTON..... 12,817 | Item (e) | **2,261** | .015 | .... | (I) (INS) (96)..... | W. J. Coulter Press, Inc. C. C. Coulter, Pub.-Pres. | C. H. Coulter..... | ..... | C. C. Coulter (bm)... | ..... | ..... |
| EVERETT..... 48,242 | News (e) | 5,425 | .04 | .035 | (I) (J) (E) (123).... | F. W. Enwright..... | Joseph F. Nevins (me) | Arthur T. Farley.... Frank J. Dowd (sp).. | John J. Purcell (bm). Dorothy Stacy (cm).. | John J. Purcell..... Dorothy Stacy (cl)... | H. Kaplan E. Sullivan (j) |
| FALL RIVER..... 115,274 | Herald News (e) | **27,631** | .11 | .09 | (I) (AP,UP) (E) (76) | Herald News Pub. Co.. C.F.Kelly,Pub.-Pres. | Thos. A. McDonald (me) | Edw. J. Delaney..... Francis J. McGrath (sp) | Chas. E. Sevigny (bm) Geo. E. Sullivan (cm) | Jos. E. Downey).... Glenn D. Chrow (cl). | P. V. Murphy |
| FITCHBURG..... 40,692 | Sentinel (e) | **11,015** | .045 | .029 | (I-R) (AP) (96).... | Sentinel Ptg. Co..... George H. Godbeer, Pres. | George H. Godbeer.. | Dennis T. Mulcahy.. | Frank C. Hoyt (bm). E. G. Wellington (cm) | Allan C. Inman..... E. G. Wellington (cl) | Wm. R. Rankin |
| FRAMINGHAM... 22,210 | News (e) | 4,935 | .03 | .025 | (I) (INS) (137)..... | News Pub. Co. of Framingham J. E. McPherson, Pres. | Ralph F. Dewey..... | Raymond J. Callahan | A. C. Penson (bm)... | A. C. Penson..... | ..... |
| GARDNER..... 19,399 | News (e) | 4,517 | .035 | .021 | (I) (AP) (†) (40).... | Gardner News, Inc... Walter E. Hubbard, Pub.-Pres. | Walter E. Hubbard.. Joseph K. Colton.... | Joseph K. Colton.... Thomas F. Flynn (sp) | S. Walter Rogers.... Rudolph C. Carlson (cm) | S. Walter Rogers.... | A. J. Lajoie |
| GLOUCESTER.... 24,204 | Times (e) | **7,026x** | .035 | .035 | (I-D) (137)..... | Gloucester Times Co. | John A. Radcliffe.... | John A. Radcliffe.... | E. E. Hicken..... W. A. Proctor (bm).. | Lester Brown..... E. E. Hicken (n) | ..... |

(*Continued on page* 44)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MASSACHUSETTS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Jop Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| GREENFIELD | Recorder | | | | | | | | | |
| 15,500 | (e) **6,334** | .045 | .0357 | (R) (AP) (†) (56) | Recorder Pub. Corp. Howard C. Rice, Pres. | Paul S. Walcott | George St. Cyr (sp) | H. Irving Jenks. Delmar P. Magoon (cm) | Edw. J. McHugh | F. B. McGarrah |
| HAVERHILL | Gazette | | | | | | | | | |
| 48,710 | (e) **15,503** | .06 | .... | (I-R) (AP) (43) | Robert L. Wright | William H. Heath. Robt. L. Wright | R. L. Mansfield. A. E. Benner (news). Chas. I. Somerby (Sp) | William J. Page (bm) Joseph A. Fareta (cm) | Fred B. Fuller. T. E. Pike (cl) | D. A. Piggott |
| | Sunday Record (S) 12,125 | .04 | .035 | (R) (J) (137) | Record Pub. Co. Helen S. Hovey, Pres. | Lewis S. Hovey | Ray L. Horsch (ce-Su) Francis King (sp) | Lewis S. Hovey. ClaytonMaynard(cm) | Laurance S. Hovey. | C. N. Pringree M. R. Hovey (j) |
| HOLYOKE | Transcript | | | | | | | | | |
| 56,537 | (e) 16,204 | .065 | .065 | (I) (UP) (96) | Holyoke Transcript, Inc. Mrs. Minnie R. Dwight, Pub.-Pres. | Mrs. M. R. Dwight. Arthur Ryan | Joseph Doyle. William Keating (sp) | Arthur Ryan. Wm. Dwight (cm) | Henry M. Healy. Kathryn McCann (n) Edw. O'Brien (cl) | Jos. Mahoney |
| HUDSON | Sun | | | | | | | | | |
| 8,469 | (e) 1,550 | .... | .... | (I-R) (INS) (†) (96) | Hudson Daily Sun Co. Dustin Lucier, Pub. | Joseph Christie | | Albert Beaudreau (cm) | J.H. Burke (n) | |
| | | | | | | (Note: Sold only in combination with Marlboro Enterprise, rate .04) | | | | |
| LAWRENCE | Eagle | | | | | | | | | |
| 85,068 | (m) **1,428** | .... | .... | (D) (AP) (†) (J) (19-44) | Hildreth & Rogers Co. A. H. Rogers, Pub. C. T. Schueler, Pres. | F. J. Humphreys. I. E. Rogers (me-m). Geo. A. Mellen (me-e) | | A. H. Rogers. I. E. Rogers (asst-gm) | C. T. Schueler (adv.-dir) | |
| | Tribune (e) **24,801** | .... | .... | | | | | | | |
| | Combined daily (me) **26,229** | .09 | .... | | | | | | | |
| | Telegram (e) 9,516 | .05 | .035 | (R) (UP,GNS) (mer) (J) (E) (123) | Telegram-Sun, Inc. John P. S. Mahoney, Sr. Pub.-Pres. | Arnold Sullivan. Ralph W. Emerson | James Roche. George Cullen (sp). R. McCollister (Su) | J. P. S. Mahoney, Jr. Thos. McGrath (bm). Jas. Irving (cm) | J. P. S. Mahoney, Jr. Teresa Collins (n). Mary Sheehy (cl) | R. Pedlow P. Stout (j) |
| | Store News (wkly) 42,491 | .... | .... | | | | | | | |
| | Combined editions (e-wk) 52,007 | .08 | .06 | | | | | | | |
| | Sunday Sun (S) 15,538 | .05 | .035 | | | | | | | |
| LEOMINSTER | Enterprise | | | | | | | | | |
| 21,810 | (e) 3,772 | .025 | .... | (R) (AP) (J) (96) | Enterprise Co. Nathan H. Gist, Pres. | Nathan H. Gist | Bill Yean (sp) | Walter N. Howe | William James | A. R. Griffin G. S. Gibson (j) |
| LOWELL | Courier-Citizen | | | | | | | | | |
| 100,234 | (m) **12,817x** | .... | .... | (I) (AP, UP) (†) (19) | Courier-Citizen Newspaper Co. Philip S. Marden, Pres. | Philip S. Marden. Robt. F. Marden (me-m) Chas. Gallagher (me-e) | Joseph Clough (m). Willis Beane (e). Robert Paradis (sp) | William G. Spence. Albert Holdsworth (cm) | S. Foster Whipple. Charles McCarthy (cl) | L. P. Goodrich |
| | Leader (e) **2,752x** | .... | .... | | | | | | | |
| | Combined daily (me) **15,569x** | .07 | .07 | | | | | | | |
| | Sun (e) **15,075x** | .07 | .07 | (D) (AP) (†) (96) | Lowell Sun Co. F. A. Lawlor, Pres. | Edw. J. Gallagher. Edw. F. McSorley, Jr. | Arthur F. Woodies. John F. Kenney (sp). | Frank A. Lawlor. Frank J. Finnegan (cm) | F. A. Lawlor. Thos. F. Costello (n) J. F. Grourke (cl) | G. Chapin |
| | Sunday Telegram (S) 15,052 | .05 | .... | (I) (4) | Telegram Pub. Co. B. L. Pouzzner, Pres. | John A. Lamberton | Frank A. MacLean (sp) | Thos. R. Atkinson | Thos. R. Atkinson | Jas. J. Cronin |
| LYNN | Item | | | | | | | | | |
| 102,327 | (e) **16,555x** | .045 | .045 | (R) (AP) (96) | Hastings & Sons Pub. Co. Chas. H. Hastings, Pub-Pres. | Harold D. Valpey (me) | Albert A. Pashby. George Ahearne (sp). | Chas. H. Hastings. W. Reed Hastings (cm) | W. Reed Hastings | W. R. Hastings |
| | Telegram-News (e) **13,619x** | .05 | .... | (I) (UP, INS) (E) (123) | Lynn Telegram, Inc. F. W. Enwright, Pub-Pres. | E. C. MacAdams | | F. Gluck (bm). Geo. Tattam (cm) | F. Gluck | |
| | Sunday edition (S) **13,855x** | .05 | .... | | | | | | | |
| MALDEN | News | | | | | | | | | |
| 58,036 | (e) 9,974 | .05 | .05 | (I-R) (40) | Frank A. Bayrd, Pub. B. S. Bayrd, Pres. | Samuel Sayward (news) | D. P. Rossiter. Thos. C. Kenney (sp) | | | G. R. Paquet |
| MARLBORO | Enterprise | | | | | | | | | |
| 15,587 | (e) 4,750 | .... | .... | (I-R) (INS) (†) (96) | Dustin Lucier, Pub. | R. Wilcox | | Albert Beaudreau (cm) | J. H. Burke (n) | J. J. Fahey |
| | | | | | (Note: Sold only in combination with Hudson Sun, rate .04 per line) | | | | | |
| MEDFORD | Mercury | | | | | | | | | |
| 59,714 | (e) 6,631 | .035 | .035 | (I) (mer) (J) (137) | Medford Pub. Co. Samuel Sayward, Pub. J. D. P. Wingate, Pres. | Samuel Sayward | Frank W. Lovering. Jos. L. Doherty (sp). | Samuel Sayward. L. M. O'Brien (bm). | George Norris. L. M. O'Brien (n). Gertrude G. Fine (cl) | O. S. Vlass H. W. Fuller (j) |
| MILFORD | News | | | | | | | | | |
| 14,741 | (e) 4,425 | .03 | .025 | (I) (INS) (96) | Daily News Co. W. D. Leahy, Pres. | W. D. Leahy. G. M. Richardson | William H. Reeby. Jacob Broudy (sp) | W. D. Leahy (bm) | | |
| NEW BEDFORD | Mercury | | | | | | | | | |
| 112,597 | (m) **6,405** | .... | .... | (I) (AP, UP) (INS) (*S) (†) (E) (56) | E. Anthony & Sons, Inc. Basil Brewer, Pub. Joseph T. Kenney, Pres. | Cooper Gaw | Paul Smith. Phillip Dudgeon | Basil Brewer. Max Kramer (cm) | J. Maxim Ryder. Thos. V. Brennan (n) Lester B. Robinson (cl) | |
| | Standard-Times (e) **39,317** | .... | .... | | | | | | | |
| | Combined daily (me) **45,722** | .14 | .12 | | | | | | | |
| | Sunday edition (S) **24,314** | .14 | .... | | | | | | | |
| NEWBURYPORT | News | | | | | | | | | |
| 15,084 | (e) **4,834x** | .03 | .03 | (I-R) (J) (137) | News Pub. Co., Inc. E. E. Hicken, Pub-Pres. | G. A. Moody | G. A. Moody. Ed Mason (sp) | E. E. Hicken | | C. Lawyer (j) |
| NORTH ADAMS | Transcript | | | | | | | | | |
| 21,621 | (e) **10,323** | .04 | .... | (I-R) (AP) (96) | James A. Hardman | | P. J. Ryan. Stuart Schouler (sp) | D. T. Williams (cm). | Chas. Gatslick. Clarence Miller (cl) | |
| NORTHAMPTON | Hampshire Gazette | | | | | | | | | |
| 24,381 | (e) **7,532** | .035 | .025 | (R) (AP) (96) | H. S. Gere & Sons, Inc. H. W. DeRose, Pres. | Joseph M. Lyman | Joseph M. Lyman | H. W. DeRose. C. N. DeRose (cm). | H. W. DeRose. S. F. Smith (n) A. F. Malley (cl) | T. F. Flynn |
| NORTH ATTLEBORO | Chronicle | | | | | | | | | |
| 10,197 | (e) 2,450 | .0178 | .0178 | (I) (J) (137) | North Attleboro Chronicle Co. Maurice I. Furbish, Pres. | Joseph W. Martin, Jr. | Chas. F. Martin. George W. Kelley (sp) | Jos. W. Martin, Jr. Chas. F. Martin (bm) Chas. Jacques (cm) | Richard Price. Grace Ward (cl) | C. E. Stewart R. Cassels (j) |
| PITTSFIELD | Berkshire Eagle | | | | | | | | | |
| 49,677 | (e) **18,406** | .06 | .... | (I) (AP) (†) (56) | Eagle Pub. Co. K. B. Miller, Pub. | S. K. Miller. D. J. Haylon | D. L. Coleman. J. M. Flynn (sp) | D. B. Miller. Frank Munn (cm) | Frank W. Couch. Jennie LeDame (n) L. W. Perkins (cl) | L. Powell |
| QUINCY | News | | | | | | | | | |
| 71,983 | (e) **6,647** | .05 | .... | (I) (UP) (†) (96) | Quincy Newspapers, Inc. W. D. S. Shields, Pub-Pres. | W. D. S. Shields. Edgar W. Spargo | | | Michael J. Hurney | |
| | Patriot Ledger (e) **8,484** | .055 | .05 | (I) (AP) (J) (19) | Geo. W. Prescott Pub. Co., Inc. A. L. Prescott, Pub. R. C. Low, Pres. | Oscar L. Stevens | John Herbert. Wm. McGonnigal (sp) | R. C. Low. W. A. Schmitz (bm). Arthur Matters (cm). | Harry Dublin. Alfred Newall (n) L. A. Spicer (cl) | C. Wright |
| SALEM | News | | | | | | | | | |
| 43,353 | (e) **20,352** | .07 | .072 | (I-R) (AP) (96) | News Pub. Co. Oscar E. Jackson, Pres. | | Willard B. Porter. Henry Sullivan (sp). | Harry E. Flint. Raymond M. Willey (cm) | Harry E. Flint | W. Somes |
| | Sunday Tribune (S) 6,500 | .07 | .05 | (I-R) (none) | North Shore Pub. Co., Inc. Stanley P. Newhall, Pub-Pres. | James T. Sullivan | James T. Sullivan | Prescott Newhall (bm) Donald H. Newhall (cm) | Clark F. Spencer. Donald H. Newhall (cl) | Jas. Nicholas |
| SOUTHBRIDGE | News | | | | | | | | | |
| 14,264 | (e) **1,888x** | .03 | .... | (I) (UP) (J) (none) | Central Mass. Pub. Co. V. V. McNitt, Pub-Pres. | V. V. McNitt. Joseph M. Clark | Robert B. McNitt. A. F. Tully, Jr. (sp). | Walter L. Thomas. Roland A. McNitt (cm) | Robert W. Perry. Walter L. Thomas (n) | H. J. McInnis |

(*Continued on page* 46)

# People GLADLY pay $3,678,295 per Year just to read

# The Boston Post

Based upon the present average NET PAID circulation of The Boston Post, its readers actually pay **$3,678,295 a year** to read their favorite newspaper.

This immense sum is the total amount at the established retail price of two cents daily and ten cents Sunday—and proves the reader interest and acceptance of New England's outstanding advertising medium.

This large family of Post readers gladly spend over THREE AND A HALF MILLION DOLLARS yearly to buy The Boston Post. They spend many, many more MILLIONS every day for merchandise advertised in The Boston Post. Here's a fruitful field of more than A THIRD OF A MILLION FAMILIES for your advertising.

## Comparison

of the total amounts paid yearly for reading the three Boston morning newspapers with daily and Sunday editions—also the two evening editions linked in compulsory advertising combinations.

| | | |
|---|---|---|
| POST | Morning & Sunday | $3,678,295 |
| Globe | Morning & Sunday | 2,421,162 |
| Herald | Morning & Sunday | 1,414,337 |
| Eve. Traveler | | 957,805 |
| Eve. Globe | | 838,426 |

**The Boston Newspaper Reader Survey, conducted by Prof. Daniel Starch for the American Association of Advertising Agencies, showed that the annual income of the families who read the Boston Post was approximately**

**ONE BILLION, THREE HUNDRED MILLION DOLLARS.**

# The Boston Post

*New England's "GOOD MORNING" for 102 years*

No Premiums—No Predates—No Bull-Dogs—No Lemons—No Self-Duplication with The Boston Post.

*Net Paid Daily Circulation Statement for 6 months ending Sept. 30, 1933:*

| | |
|---|---|
| **Post** | **346,607** |
| Morning Globe | 132,194 |
| Morning Herald | 121,084 |
| Evening Globe | 133,934 |
| Evening Traveler | 153,008 |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MASSACHUSETTS (Continued)

| City Population | Name of Newspaper Circulation | | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPRINGFIELD... 149,900 | Republican (m) | 16,760 | .... | .... | (I) (AP, US) (†) (76-155-13) | Republican Pub. Co.. R. Hooker, Pres. | Waldo Cook (m).... J. B. Callaghan (e)... H. K. Regal (me-m).. J. B. Callaghan (me-e) | William March (ce-m) J. B. Callaghan (ce-e) Donald Bagg (sp-m).. Walter Graham (sp-e) | A. Yunker (bm-m)... Thos. Murphy (bm-e) Raymond Beach (cm-m) Thons. Murphy (cm-e) | Donald Davis..... John A. Mannix (cl) | A. Schirm (comp) |
| | News (e) | 40,314 | .... | .... | (D) (INS, UP, CDN) (†) (76-155-13) | | | | | | |
| | Union (m) | 36,637 | .... | .... | (R) (AP, CP) (†) (76-155-13) | Union Newspaper Co. H. B. Hussell, Pres. | Henry B. Russell.... Paul Craig..... | William Hatch (m)... A. B. Stocker (e).... Victor Wall (sp-m) Lester Stearns (sp-e) | H. N. Bowman (m)... John Nolan (e)..... | Donald Davis..... John A. Mannix (cl) | H. Donahue |
| | Union (e) | 31,845 | .... | .... | | | | | | | |
| | Four editions combined (me) | 125,556 | .28 | .... | | | | | | | |
| | Union & Republican (S) | 60,605 | .19 | .... | (I) (AP, US) (*S) (†) (76-155-13) | Republican Pub. Co.. R. Hooker, Pres. | ..... | Madeline Ball (Su)... | ..... | ..... | ..... |
| TAUNTON..... 37,355 | Gazette (e) | 8,480x | .035 | .... | (I-R) (AP) (96).... | Wm. Reed & Sons Co. W. H. Reed, Pub. | J. N. Lincoln..... | ..... | William H. Reed.... R. W. MacGlashing (cm) | ..... | ..... |
| WAKEFIELD..... 16,318 | Item (e) | 3,065 | .025 | .... | (I) (J) (E) (none)... | Wakefield Item Co... Harris M. Dolbeare, Pub.-Pres. | G. E. Campbell..... | ..... | G. E. Campbell..... A. M. Brown (cm) | ..... | ..... |
| WALTHAM..... 39,247 | News-Tribune (e) | 7,789 | .035 | .029 | (I-R) (AP, UP) (J) (96) | Waltham Pub. Co... Albert P. Langtry, Pub.-Pres. | Albert P. Langtry... Edwin A. Lowe..... | Edwin A. Lowe..... Percy I. Shain (sp)... | A. T. Skakle..... J. M. Kohler (bm)... H. E. Hoelscher (cm) | Roy G. Conner..... ..... | F. Reck M. L. Vincent (j) |
| WEBSTER..... 12,992 | Times (e) | 2,914 | .03 | .02 | (I) (UP) (J) (96).... | Tines Pub. Co..... R. W. Sheldon, Pub.-Pres. | L. J. Daly..... | L. J. Daly..... | R. W. Sheldon..... O. M. Piehler (cm) | Forrest Graves..... | F. I. Love |
| WOBURN..... 19,434 | Times (e) | 3,850 | .025 | .... | (I) (CPA) (J) (96).. | James D. Haggerty.. | James D. Haggerty.. | Michael J. Curran... Jas. D. Haggerty, Jr. (sp) | Jas. D. Haggerty.... William F. Howe (cm) | James D. Haggerty.. Clara L. Coakley (cl) | L. F. Haggerty |
| WORCESTER..... 195,311 | Post (e) | 28,891 | .10 | .082 | (I) (AP) (146)..... | Worcester Post Co... John H. Fahey, Pub.-Pres. | George T. Richardson Clarence L. Wilson... | William J. Larkin.... Ed Scannell (sp)..... | James J. Conroy..... Harold H. Sloan (cm) | Joseph H. Powers.... John J. Sullivan, Jr. (n) Thos. Kivlighan, Jr. (cl) | M. Casey |
| | Telegram (m) | 39,483 | .... | .... | (R) (AP, INS, US) (mer) (†) (E) (15) | Telegram Pub. Co... George F. Booth, Pub. H. G. Stoddard, Pres. | George F. Booth..... M. H. Williams (me). J. C. DeWolf (asso-ed) J. F. Carroll (asso-ed) | G. N. Collie (m)..... A F. Smith (e)..... L. P. Mumpton (sp-m) J. A. Kiernan (sp-e).. | Chas. H. Morse (bm) E. D. Dolhenty (cm). ..... ..... | H. H. Hoffman (adv.-dir.) G. J. Knoll (loc.) T. J. Mills (n) F. R. Twiss (cl) | J. J. Shea |
| | Gazette (e) | 59,075 | .... | .... | (I) (AP, INS, US) (mer) (†) (E) (15) | | | | | | |
| | Combined daily (me) | 98,558 | .25 | .027 | | | | | | | |
| | Sunday edition (S) | 49,191 | .18 | .128 | | | | | | | |

## MICHIGAN

| City Population | Name of Newspaper Circulation | | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ADRIAN..... 12,891 | Telegram (e) | 8,416 | .05 | .03 | (I) (AP) (none).... | Stuart H. Perry..... | Stuart H. Perry..... Wallace R. Katz.... | Donald L. Frazier... H. L. Gay..... | L. B. Oberlin (bm)... F. J. Meyerhuber(cm) | L. B. Oberlin..... Mrs. Alice Hoff (cl) | Charles Brown |
| ALBION..... 8,323 | Recorder (e) | 2,009 | .02 | .015 | (I) (UP) (†) (J) (128) | Recorder Press Co... W. S. Kennedy, Pres. | W. S. Kennedy..... | Mark H. Fall..... | J. C. Bedient..... | J. C. Bedient..... W. S. Kennedy (n) | P. J. Church |
| ALPENA..... 12,166 | News (e) | 3,831 | .03 | .... | (I) (UP) (143)..... | News Pub. Co..... Emmet Richards, Pres. | Emmet Richards.... | F. M. Garvey..... J. L. Blakeley (sp)... | Emmet Richards.... B. R. Lamp (cm).... | A. J. Hanna..... B. R. Lamp (cl) | A. Kaminski |
| ANN ARBOR..... 26,944 | News (e) | 9,307t | .06 | .... | (I) (AP, UP) (80-86) | Booth Newspapers, Inc. C. M. Greenway, Pres. | R. Ray Baker (me).. | ..... | C. H. McKinley..... | S. L. Squier..... | L. J. Lockwood |
| BATTLE CREEK. 43,573 56,451 (ABC City) | Enquirer-News (e) | 12,349 | .05 | .... | (I) (AP) (E) (2).... | Enquirer-News Co... A. L. Miller, Pres. & Pub. R. B. Miller, Asst. Pub. | A. L. Miller..... Leo. C. Sheehan..... | Hobart Chipman.... Rex. W. Wallace (sp) | A. L. Miller..... R. B. Miller (asst.gm) H. H. Bredlow (bm) Geo. Schmid (cm) | H. H. Bredlow..... W. C. Melville (cl) | J. L. Brown |
| | Sunday edition (S) | 12,543 | .05 | | | | | | | | |
| | Moon-Journal (e) | 12,149 | .045 | .045 | (I) (UP) (74)..... | Moon-Journal Pub. Co. N. E. Conine, Pres. | Geo. B. Dolliver..... | Walter L. Browne... G. B. Dolliver, Jr. (sp) | N. E. Conine..... L. W. Hurt (cm).... | Neil S. Purdy..... Glenn Parker (cl) | Leigh Howlett |
| BAY CITY..... 49,219 (ABC City) | Times (e) | 18,697 | .07 | .... | (I) (AP, UP) (80-86) | Booth Newspapers, Inc. C. M. Greenway, Pres. | Kenneth Duncan (me). | Milton Hewes..... Glenn MacDonald (sp) | S. J. Armstrong (bm) L. A. Florance (cm). | A. J. Simpson..... V. A. Meisel (n) Lloyd Stevens (cl) | Max Presser |
| | Sunday edition (S) | 18,360 | .07 | .... | | | | | | | |
| BENTON HARBOR..... 15,434 | News-Palladium (e) | 10,473 | .05 | .... | (I-R) (AP) (137).... | Palladium Pub. Co.. J. N. Klock, Pres. | S. R. Banyon..... S. R. White..... | C. T. Bailey..... J. Enright..... | S. R. Banyon..... R. W. Haynes (cm) | Russell Boothby..... | Geo. Culverhouse |
| BIG RAPIDS..... 4,671 | Pioneer (e) | 3,682 | .03 | .029 | (I) (UP) (128)..... | Conine Pub. Co..... N. E. Conine, Pres. S. M. Luce, Pub. | S. M. Luce..... | Lester Williams..... Arthur O'Connor (sp) | S. M. Luce..... Miss K. A. Whalen(cm) | S. M. Luce (n)..... Miss K. A. Whalen(cl) | Jay Griffin |
| CADILLAC..... 9,570 | News (e) | 3,654 | .025 | .... | (I-R) (UP) (J) (128) | T. O. Huckle, Pres. & Pub. | T. O. Huckle..... M. VanValkenburgh. | Beatrice Huckle..... C. Paulson (sp)..... | T. O. Huckle..... C. A. Paulson (bm).. Ralph Boughner (cm) | Myron Straight..... C. A. Paulson (n) E. B. Benson (cl) | LaVern Johnson |
| CALUMET..... 1,575 16,033 (Twp. Pop.) | News (e) | 2,516 | .02 | .... | (R) (AP) (J) (137). | Mining Gazette Co.. | ..... | ..... | ..... | ..... | ..... |
| CHEBOYGAN.... 4,967 7,200 (City Zone) | Tribune (e) | 3,598 | .02 | .02 | (I) (UP) (†) (128).. | Conine Pub. Co..... N. E. Conine, Pres. M. M. Riggs, Pub. | Myrton M. Riggs... | Gordon Turner (sp).. | M. M. Riggs..... Jessie Smith (cm).... | G. P. Gardner..... M. M. Riggs (n) Emma Carmody (cl) | Walter Temple |
| COLDWATER.... 6,735 | Reporter (e) | 3,115 | .025 | .02 | (R) (UP) (J) (128).. | Horace Kitchel Estate Grace Kitchel and Ruth Kitchel Wakeman, Pubs. | Roy Newberry (me).. | Seton C. Bovee..... | Jack Elliott (cm).... | Wm. J. H. Smith.... | Guy Gilchrist |
| DETROIT..... 1,568,662 1,770,746 (ABC City) | Free Press (e) | 188,408 | .45 | .... | (I-R) (AP, UP, CT) (*S) (†) (J) (E) (146) | Detroit Free Press... E. D. Stair, Pres. | C. S. Shier..... M. W. Bingay, Ed. Dir. | Andrew Bernard.... M. F. Drukenbrod(sp) D. D. Martin(features) | Wm. B. Lowe, (mn.dir.) Wm. H. Pettibone(gm) E. R. Hatton (cm)... | C. W. Cosgrove(ad.dir.) Paul Mixter (n) Walter S. Campbell(cl) | F. E. Cunningham |
| | Sunday edition (S) | 184,428 | .45 | .... | | | | | | | |
| | News (e) | 249,770 | .55 | .32 | (I) (AP, UP, NANA) (*S) (mer) (†) (80-86) | Evening News Assn.. W. E. Scripps, Pres. | W. S. Gilmore..... | Fred Gaertner..... H. G. Salsinger (sp).. W. M. Park (Su).... | Herbert Ponting..... D. R. Merrill (bm)... J. C. Montgomery(cm) | J. B. Webb(sales dir.). H. C. Paterson (ad.mgr.) W. H. Moore (n) Ralph Horton (cl) | Samuel Johanson |
| | Sunday edition (S) | 268,972 | .55 | .32 | | | | | | | |
| | Times (e) | 239,019 | .50 | .... | (I) (INS, US) (†) (E) (16) | Times Pub. Co..... | Albert E. Dale..... John C. Manning.... | Wisler Zeamer..... Bud Shaver (sp)..... | W. E. Anderman.... J. M. Stenbuck (cm). | J. W. Fleck..... Albert E. Ball (cl) | ..... |
| | Sunday edition (S) | 285,166 | .50 | .... | | | | | | | |
| DOWAGIAC..... 5,550 | News (e) | 2,186 | .02 | .018 | (I) (UP) (J) (128).. | Daily News Co..... Fred E Lee, Pres. | H. H. Whiteley (me). | John H. Coller (news) | H. H. Whiteley..... Mary E. Woodruff(cm) | Fred McKenzie..... H. H. Whiteley (n) | Tom Taylor Ralph Swisher (j) |
| ESCANABA..... 14,516 | Press (m) | 7,332 | .045 | .04 | (R) (AP) (128)..... | John P. Norton..... | John P. Norton..... Wm. Duchaine..... | L. A. Danielson..... Ken. Gunderman (sp) | John P. Norton..... Frank Lindenthal(cm) Leo Coan (cm)..... | R. W. Clark..... W. H. Holreth (n) Miss E. Johnson (cl) | W. H. Holreth |
| FLINT..... 156,492 | Journal (e) | 41,012 | .14 | .... | (I) (AP, UP) (mer) (†) (80-86)... | Booth Newspapers, Inc. C. M. Greenway, Pres. | M A. Gorman..... | R. K. Lawrence..... J. C. Bethurum (sp). Ralph Byers (Su).... | E. R. Chapman..... R. W. Taylor (cm)... ..... | L. G. Karr..... H. M. Utley (n) F. A. Becker (cl) | G. Crammond |
| | Sunday edition (S) | 39,867 | .14 | .... | | | | | | | |

(*Continued on page 48*)

# Leadership in 1933

## in general advertising gains

. . the only Detroit newspaper to show a gain in general advertising during the year. (From Media Records, Inc.)

## in new passenger car advertising

. . carried more new passenger car advertising in its weekday issues than any other Detroit newspaper and more than any other morning newspaper in America with but one exception. (From Media Records, Inc.)

## in circulation gains

. . the only Detroit newspaper to show a gain in weekday circulation, April 1st to October 1st, 1933. (From last A. B. C. Statement.)

## in readership

. . 520,689 inquiries from women readers alone during the year—more than any other standard size newspaper in America . . . a genuine record-breaking women reader response.)

**The Detroit Free Press**

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MICHIGAN (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| GRAND HAVEN.. 8,345 | Tribune (e) 2,487 | .02 | .025 | (I-R) (AP) (J) (128) | Ernest J. McCall, Pres. | Almon W. McCall... | A. H. Bos..... Ray Fisher (sp)..... | E. J. McCall..... Earl Willoughby (cm) | J. Watson McCall... Mildred Pedersen (cl) | James Siplon |
| GRAND RAPIDS. 168,592 | Herald (m) **33,446** Sunday edition (S) **28,546** Press (e) **76,672** | .10 .10 .20 | .... .... .... | (I-R) (AP) (E) (146) (I) (AP, UP) (mer) (†) (80-86) | Herald Pub. Co..... Federated Pubs., Inc. Booth Newspapers, Inc. C. M. Greenway, Pres. | Frank M. Sparks.... John F. Wurz..... C. M. Greenway.... Lee M. Woodruff.... | Eugene Williams.... Heinie Martin (sp).. Bert Post..... Roscoe Bennett (sp). | Frank M. Sparks.... C. J. Toot (bm-cm).. C. M. Greenway.... E. J. Slemons (bm).. Elmer Woltjer (cm).. | J. C. Van Norman (n) E. R. Esenwein (cl) H. S. Conlon..... L. F. Hodgins (n) H. Slaght (cl) | F. J. Salmon E. H. Haldaman |
| GREENVILLE.... 4,723 | News (e) 2,115 | .02 | .... | (I) (UP) (J) (128)... | Independent Press, Inc. H. D. Lansing, Pres. | Wm. H. Hackett.... | ..... | Harry D. Lansing... | Donald A. Smith.... | C. B. Lintner H. D. Lansing (j) |
| HANCOCK..... 5,975 | Copper Journal (e) 2,515 | .025 | .0215 | (I) (AP) (J) (128).. | Hancock Journal Co. Nina T. Ley, Pres. W. G. Williams, Pub. | Miss M. M. Ley.... W. G. Williams..... | Mary M. Ley..... Geo. Bousu (sp)..... | W. G. Williams..... A. Fournier (cm).... | Guy Traverse..... W. G. Wilson (n) Florence Kangas (cl) | A. Webber |
| HILLSDALE..... 5,886 | News (e) **4,165** | .035 | .0215 | (I) (AP) (41)..... | Adelaide J. Burgess, Pres. Harvey J. Burgess, Pub. | Harvey J. Burgess... | Herbert Hale..... | H. J. Burgess..... E. H. Crowley (cm).. | Howard L. Bush..... H. E. Crum (cl) | A. T. Spencer |
| HOLLAND..... 14,346 | Sentinel (e) 4,555 | .03 | .03 | (I) (UP) (128)..... | Sentinel Ptg. Co..... C. A. French, Pub. | ..... | ..... | C. A. French..... J. D. French (bm) | ..... | ..... |
| HOUGHTON..... 3,757 | Mining Gazette (m) 6,514 Sunday edition (S) 6,514 | .036 .036 | .... .... | (R) (AP) (J) (137). | Mining Gazette Co.. Wm. G. Rice, Pres. | Merwin W. Youngs.. | ..... | John R. Pimlott..... | ..... | ..... |
| IONIA..... 6,562 | Sentinel-Standard (e) 2,861 | .025 | .... | (I) (AP) (†) (J)(128) | Sentinel-Standard, Inc. Lucy V. Kidd, Pres. | Fred. M. Kidd..... | F. M. Kidd, Jr. (sp) | ..... | Dwight D. Whipple. | Frank Stevenson |
| IRON MOUNTAIN.... 11,652 | News (e) **5,855** | .045 | .... | (I) (AP) (41)..... | Iron Mntn. Pub. Co. F. J. Russell, Pres. | Frank J. Russell..... T. J. Masterson..... | W. H. Treloar..... | F. J. Russell..... W. F. Russell (bm)... E. L. Steele (cm).... | J. E. Patterson..... W. F. Russell (n) E. L. Steele (cl) | Max Antonino |
| IRONWOOD..... 14,299 | Globe (e) 5,198 | .04 | .... | (I-R) (AP) (none).. | Globe Pub. Co..... L. I. Noyes, Pub. | Linwood I. Noyes... W. C. Janson..... | W. C. Janson..... Edwin Johnson (sp).. | Linwood I. Noyes... Edwin Verhelst (cm). | F. G. Sappington.... J. Nyberg (n) | H. Lindbloom |
| JACKSON..... 55,187 | Citizen-Patriot (e) **23,115** Sunday edition (S) **22,913** Tribune (m) 4,880 | .09 .09 .04 | .... .... .... | (I) (AP, UP) (mer) (80-86) (R) (US( )105-4)... | Booth Newspapers, Inc. C. M. Greenway, Pres. Tribune Pub. Co.... J. H. Allen, Pres. | B. M. Wynkoop..... C. P. Hathorne..... | ..... ..... | B. M. Wynkoop..... J. E. Noll (bm) G. M. Cowden (cm) C. P. Hathorne..... | J. E. Noll (m)..... R. N. Sager..... | ..... ..... |
| KALAMAZOO..... 54,786 | Gazette (e) **25,429x** (S) **25,315x** | .09 .09 | .09 .09 | (I) (AP, UP) (mer) (†) (80-86) | Booth Newspapers, Inc. C. M. Greenway, Pres. | J. K. Walsh (me).... | Lowell Plasterer..... Jerry Hagan (sp).... | C. M. Greenway, Jr.. C. M. Austin (cm)... | D. E. Munger..... C. M. Greenway, Jr. (n) E. W. Beach (cl) | Clair L. Klose |
| LANSING..... 78,397 | State Journal (e) **40,097x** | .12 | .06 | (I-R) (AP, UP) (2). | State Journal Co.... Paul A. Martin, Pub. A. L. Miller, Pres. | Paul A. Martin..... Kenneth C. Park.... | Kenneth R. West.... Geo. Alderton (sp)... | Paul A. Martin..... Harry A. Wooton(bm) | Joseph F. Foltz..... H. F. Baker (n). Carl Woodruff (cl) | A. M. Jullien |
| LUDINGTON..... 8,898 | News (e) **3,652** | .03 | .02 | (I) (AP) (70)..... | Daily News, Inc..... E. A. Miller, Pres. | J. F. Buck..... | Geo. L. Egbert (sp).. | Alice L. Nelson (cm). | J. M. Taggart..... | A. I. Cloud |
| MANISTEE..... 8,078 | News-Advocate (e) 3,750 | .03 | .... | (D) (UP) (128)..... | Conine Pub. Co..... N. E. Conine, Pres. | E. W. Pfeiffer (me)... | ..... | E. W. Pfeiffer (bm).. Sylvia Wissner (cm) | R. A. Fuess..... | Wm. Shimke |
| MARQUETTE.... 14,789 | Mining Journal (m) 7,428 | .05 | .... | (I) (AP) (41)..... | Mining Journal Co... F. J. Russell, Pres. | F. J. Russell..... E. A. Moore..... | ..... ..... | L. G. Brott (bm).... F. Harkin (cm) | L. G. Brott..... | E. C. Brehn |
| MARSHALL..... 5,019 | Chronicle (e) 2,062 | .025 | .02 | (I) (UP) (128)..... | J. M. Moses & Son... | J. M. Moses..... | ..... | F. R. Moses (bm).... | ..... | ..... |
| MENOMINEE.... 10,320 | Herald-Leader (e) 4,180 | .03 | ...025 | (I) (AP) (J) (none).. | Herald-Leader Co... R. M. Andrews, Pres. P. C. Munroe, Pub. | B. W. Donnell..... | Jean Worth..... | P. C. Munroe..... R. Schulz (cm)..... | John C. Christie..... L. MacFarlane (cl) | L. F. Giroux |
| MONROE..... 18,110 | News (e) **6,617** | .045 | .... | (I) (AP, CP) (J) (41) | Monroe Pub. Co.... J. S. Gray, Pub. | J. S. Gray..... Karl Zeisler..... | Harold Funk..... ..... | J. S. Gray..... C. K. Wesley (bm).. Harold Norman (cm) | F. W. Bennett..... C. K. Wesley (n).... E. Elliott (cl) | Will Lacure H. Davenport (j) |
| MOUNT CLEMENS..... 13,497 | Leader (e) 6,035 | .04 | .... | (I) (AP, UP, INS) (28) | S. N. Price, Pres..... F. N. Price, Pub. | J. F. McKenna..... | Berne Ballentine (sp) | S. N. Price..... | R. A. Waterbury (n). | Clarence Thielk |
| MUSKEGON..... 41,390 68,262 (Gtr. Muskegon) | Chronicle (e) **18,475** | .07 | .... | (I) (AP, UP) (†) (80-86) | Booth Newspapers, Inc. C. M. Greenway, Pres. | A. E. Boswell..... A. E. McCrea..... | J. A. Chisholm..... Jas. F. Henderson (sp) | A. E. Boswell..... J. A. Taylor (bm) | W. A. Bennetts..... | Peter Taselaar |
| NILES..... 11,326 | Star (e) 3,275 | .03 | .03 | (I) (AP) (128)..... | Star Pub. Co., Inc... F. J. Plym, Pres. | Art Susott..... | Neil Crumb (sp)..... | J. R. Scamehorn..... | W. A. Biernatzki.... John Medo (cl) | Clifford Shirk |
| OWOSSO..... 14,496 | Argus-Press (e) **7,155** | .04 | .02 | (I) (AP) (137)..... | Argus-Press Co..... J. E. Campbell, Pres. | J. E. Campbell (me). | J. E. Dingwall..... R. O. Spence (sp).... | J. E. Campbell..... A. G. Elliott (cm)... | G. W. Campbell..... Harold Baker (cl) | C. E. Brewster |
| PETOSKEY..... 5,740 | News (e) 2,505 | .02 | .... | (I-R) (UP) (†) (128) | News Ptg. Co..... A. M. Hinkley..... | H. Lee North..... C. E. Garvin..... | ..... ..... | C. E. Garvin..... H. B. Lee (cm)..... | D. H. Barnes (n).... D. DuChaine (cl) | G. L. Gulbranson |
| PONTIAC..... 64,928 | Press (e) **21,189** | .07 | .... | (I) (AP, UP, INS) (†) (none) | Pontiac Press Co.... H. A. Fitzgerald, Pres. | Harold A. Fitzgerald. C. N. Church..... | E. C. Hayhow..... Dale Stafford (sp)... | H. A. Fitzgerald..... Earl Treadwell (cm). | H. F. Brodie..... Russell Bassett (n) Geo. Inman (cl) | ..... |
| PORT HURON... 31,361 | Times-Herald (e) **19,073** | .07 | .04 | (I) (AP) (1)..... | Times-Herald Co.... E. J. Ottaway, Pres. | L. A. Weil..... | E. S. Snover..... Fred Vincent (sp)... | E. J. Ottaway..... Fred O. Rouse (cm).. | O. G. Allen..... F. Burkhart (cl)..... | Don MacQueen |
| ROYAL OAK..... 22,904 | Tribune (e) 8,511 | .05 | .... | (I) (UP) (†) (J) (96) | Tribune Pub. Co.... F. J. Miller, Pres. | L. S. Miller..... | T. Barnes (sp)..... | F. J. Miller..... E. W. Kampe (bm).. W. T. Browb (cm) | L. P. Jacobs..... A. S. Charlebois (n) | T. F. Bliss (j) |
| SAGINAW 80,685 | News (e) **24,594** Sunday edition (S) **24,111** | .10 .10 | .... .... | (I) (AP, UP, CP) (80-86) | Booth Newspapers, Inc. C. M. Greenway, Pres. | Arthur R. Treanor... Geo. D. Perry..... | O. C. Pressprich..... Wm. E. Whatley (sp) | Arthur R. Treanor... John A. McDonald (bm-cm) | Ervin J. Johnson.... P. Campbell (n) Wm. H. Severin (cl) | K. D. King |
| ST. JOSEPH 8,349 | Herald-Press (e) **4,720** | .03 | .... | (I) (137)..... | Rex V. Wynkoop.... | ..... | ..... | ..... | ..... | ..... |
| SAULT STE. MARIE 13,755 | News (e) 5,188 | .035 | .... | (I-R) (AP) (J) (128) | Sault News Ptg. Co. Geo. A. Osborn, Pres. | Geo. A. Osborn..... J. P. Chandler..... | John Zabelka..... James Ripley (sp)... | Geo. A. Osborn..... C. Mackie (cm)..... | Chas. Zylstra..... ..... | T. J. Watchorn Rex Smith (j) |
| SOUTH HAVEN 4,804 | Tribune (e) 2,676 | .02 | .02 | (I) (UP) (128)..... | South Haven Pub. Co. H. S. Pringle & C. O. Monroe, Pubs. C. O. Monroe, Pres. | C. O. Monroe..... | ..... | H. S. Pringle..... | ..... | L. Dissette |
| STURGIS 6,995 | Journal (e) 4,207 | .03 | .03 | (I) (UP) (J) (128).. | Mark P. Haines..... | Mark P. Haines..... A. C. Sleight..... | Franklyn Hawkins... ..... | Mark P. Haines..... ..... | J. Fred Mayer..... Mrs. D. Whitmer (cl) | L. A. Good |
| THREE RIVERS 6,890 | Commercial (e) 2,450 | .025 | .025 | (I) (UP) (J) (†) (128) | Three Rivers Pub. Co. Wm. H. Shumaker, Pub. C. M. Shumaker, Pres. | Wm. H. Shumaker.. | H. S. Shook..... | Wm. H. Shumaker... | J. H. Wagner..... | R. M. Shumaker R. Wittenberg (j) |

*(Continued on page 50)*

# *The "First Buy" in Michigan for National Advertisers!—*

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MICHIGAN (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| TRAVERSE CITY<br>12,533 | Record-Eagle<br>(e) 5,022 | .035 | .025 | (I) (UP) (128) | Herald & Record Co.<br>A. C. Batdorff, Pres. | Austin C. Batdorff...<br>Lew A. Holliday | J. P. Smith | A. C. Batdorff<br>Chas. Saunders (cm). | Frank A. Leonard...<br>M. Kistler (n-cl) | Wm. Nelson |
| WYANDOTTE<br>28,368 | Record<br>(e) 3,700 | .025 | .... | (I) (UP) (J) (128) | Geo. Mack Adams | Geo. Mack Adams | | Geo. Mack Adams...<br>Louis Navarre (cm) | C. H. Arundel<br>Helen Rushlo (cl) | C. K. Adams |
| YPSILANTI<br>10,143 | Press<br>(e) 3,449 | .035 | .... | (I) (AP, UP, INS) (128) | G. C. Handy | H. H. Carr | Ray Smith (sp) | C. J. Hewens (cm) | Lloyd Alban<br>K. Wheeler (cl) | Norman Evans |

## MINNESOTA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALBERT LEA<br>10,169 | Tribune<br>(e) 4,544 | .04 | .04 | (R)(AP)(†)(J)(143-110) | Albert Pea Pub. Co.,<br>S. O. Simonson, Pres. | Burt May<br>L. S. Whitcomb | Frances Walton<br>Russell Voigt (sp) | S. O. Simonson<br>L. S. Whitcomb (bm). | G. K. Palmer | S. O. Simonson |
| AUSTIN<br>12,261 | Herald<br>(e) 4,909 | .04 | .04 | (I) (AP) (†) (J) (E) (143-110) | Herald Pub. Co.<br>H. E. Rasmussen, | J. H. Skinner<br>Clarence Burgeson | Jay G. Doane | Gerald Rasmussen | Clarence Beadell | Otto Bluhm |
| BEMIDJI<br>7,202 | Pioneer<br>(e) 2,175 | .03 | .... | (I) (AP) (J) (143-110) | Pioneer Pub. Co.<br>W.F.Marcum, Pres. | H. Z. Mitchell<br>J. D. Winter | J. D. Winter | W. F. Marcum<br>M. E. Rice (cm) | H. Z. Mitchell | |
| BRAINERD<br>10,221 | Dispatch<br>(e) 3,662 | .03 | .... | (I) (UP) (†) (90-110) | W. J. McGiffin Newsp. Co.<br>W. T. Junkin, Pub.<br>W. J. McGiffin, Pres. | Paul Jaeger | Harry Wolver (sp) | H. F. McCollough. (bm)<br>E. D. Ashby (cm) | E. Dunham Ashby | Emil Summers |
| CROOKSTON<br>6,767 | Times<br>(e) 3,317 | .03 | .025 | (I) (AP) (J) (110) | Times Ptg. Co. | D. A. McKenzie | | L. C. St. Martin(bm).<br>D. A. McKensie<br>Myrtle Taylor (cm) | L. C. St. Martin | R. W. Kinshella |
| DULUTH<br>101,463 | Herald<br>(e) **34,418**<br>News-Tribune<br>(m) **31,000**<br>Combined daily<br>(me) **65,418**<br>Sunday edition<br>(S) **27,448** | ....<br>....<br>....<br>.21<br>.14 | ....<br>....<br>....<br>....<br>.... | (I) (AP, INS, UP) (*S) (mer) (†) (E) (15) | Paul Block & M. F. Hanson, Pubs.<br>Paul Block, Pres.<br>F. J. Hanson, Asst. Pub. | Russel C. Henry (e)..<br>Wm. T. Thompson<br>Philo Brockway (m).<br>Fred. H. Weinberg (me-e) | James A. Stuart (e)..<br>A.P.Macdonald(sp-e)<br>Ray Sicard (m)<br>C.W.Campbell(sp-m) | Wm. F. Henry<br>Jos. H. Jordan (bm)..<br>Ralph Parson (cm) | Joseph H. Jordan<br>Paul Robinson (cl) | Walter Carney |
| FAIRMONT<br>5,521 | Sentinel<br>(e) 4,559 | .04 | .... | (I) (AP) (') (J) (143-110) | Sentinel Pub Co.<br>H. S. Fairley, Pres. | Arthur M. Nelson | H. S. Fairley<br>H. J. Earle (sp) | Arthur M. Nelson<br>Jas. F. Cavers (cm) | Claude N. Swanson<br> | F. V. Burdick<br>B. F. Bird (j) |
| FARIBAULT<br>12,767 | News<br>(e) 6,015 | .045 | .... | (I) (AP) (143-110) | Daily News, Inc.<br>Helen L. Bratton, Pres. | Helen L. Bratton | Lester E. Swanberg | C. J. Hunt (bm)<br>W. H. Lee (cm) | H. G. Savoie | E. H. Lidstrand |
| FERGUS FALLS<br>9,390 | Journal<br>(e) **6,994x** | .04 | .04 | (R) (AP) (143) | Fergus Journal Co.<br>R. J. Underwood, Pres.<br>W. L. Robertson, Pub. | W. L. Robertson | | R. J. Underwood | | |
| HIBBING<br>15,666 | Tribune<br>(e) **4,838** | .04 | .... | (R) (AP) (J) (143-110) | R. W. Hitchcock<br>G. M. Fisher (me) | R. W. Hitchcock<br>G. M. Fisher (me) | G. M. Fisher | James G. Early<br>Wm. H. Kemp (cm). | B. I. Feldman<br>I. Bedard (n)<br>J. Hitchcock (cl) | |
| INTERNATIONAL FALLS<br>5,036 | Journal<br>(e) 1,000 | .025 | .... | (R) (AP) (J) (143-110) | Border Pub Co. | Moyle Edwards | | E. C. Whiteside | | |
| LITTLE FALLS<br>5,014 | Transcript<br>(e) 2,462 | .025 | .025 | (R) (UP) (J) (110) | Transcript Pub. Co.<br>C. K. Fuller, Pres. | Ed. M. LaFond | Guilbert W. Jarvis<br>Bernard Peterson (sp) | Geo. L. Johnson | Geo. L. Johnson | Gus T. Larson |
| MANKATO<br>14,038 | Free Press<br>(e) **9,842** | .05 | .... | (I) (AP) (J) (19) | Free Press Co.<br>M. D. Fritz, Pres.<br>J. A. Callahan, Pub. | Clifford Russell | V. Lundeen<br>F. Rodgers (sp) | J. A. Callahan<br>L. C. Carlson (bm) | R. G. Julsrud<br>G. Callahan (n)<br>Ruth Gilmore (cl) | |
| MARSHALL<br>3,250 | Messenger<br>(e) 2,828 | .03 | .... | (I) (AP) (J) (143-110) | News-Messenger, Inc. | W. C. Peterson | J. P. Pierard<br>M. C. Sturgis (sp) | R. D. Baldwin, Jr.<br>Gordon Marshall (cm) | J.W. Whitney | R. D. Baldwin, Sr. |
| MINNEAPOLIS<br>464,356<br>488,687 (ABC City) | Journal<br>(e) **109,755**<br>Sunday edition<br>(S) **131,651** | .25<br>.32 | ....<br>.... | (I-R) (AP, UP, CT, NWN, NYT, NYHT, CP) (E) (114) | Journal Ptg. Co.<br>Carl W. Jones, Pres. & Pub. | W. B. Chamberlain (Asso. ed.)<br>L. M. Harkness | A. F. Jones<br>Jack Quinlan (sp)<br>Manus McFadden (Su) | G.B.Bickelhaupt(bm)<br>Franklin Rook (cm) | T. Norman Williams<br>J. E. Jerome (n)<br>D. O. Mystron (cl) | H. L. Foster |
| | Star<br>(e) **74,041** | .17 | .11 | (I) (UP, INS) (E) (17) | Daily Star Co.<br>John Thompson Pres. | Geo. H. Adams | D. Silverman<br>Chas. Johnson (sp) | H. D. Bratter (bm)..<br>W. D. Parsons (cm) | W. C. Auer<br>A. W. Berg (cl) | C. H. Jorgensen |
| | Tribune<br>(m) **61,654**<br>Tribune<br>(e) **59,034**<br>Combined daily<br>(me) **120,688**<br>Sunday edition<br>(S) **155,410** | ....<br>....<br>....<br>.28<br>.32 | ....<br>....<br>....<br>....<br>.... | (I) (AP, NANA, US) (*S) (†) (E) (155-115) | F. E. Murphy | F. E. Murphy<br>T. J. Dillon | B. T. Campbell<br>Geo. Barton (sp)<br>Walter Forbes (Su) | E. P. Stewart (bm)<br>J. E. Medley (cm) | W. E. Lamb<br>W. S. Block (cl). | J. E. Murphy |
| MOORHEAD<br>7,651 | News<br>(e) 3,900 | .03 | .025 | (I) (UP) (J) (143) | Moorhead News Co.<br>E. D. Lum, Pres. | Wayne Peterson | Stanley Cowan<br>R. Hackenberg (sp). | A. H Costain(cm) | J. P. Melberg<br>Wayne Peterson (n) | |
| OWATONNA<br>7,652 | People's Press<br>(m) 3,012<br>Sunday edition<br>(S) 3,012 | .025<br>.025 | ....<br>.... | (I) (AP) (†) (J) (110) | B. E. Darby & Sons, Inc.<br>B. E. Darby, Pres. | Geo. F. Darby | Geo. F. Darby | B. E. Darby<br>Harry B. Darby (bm)<br>Will H. Darby (cm) | Will H. Darby | Harry B. Darby |
| RED WING<br>9,629 | Eagle<br>(e) 2,827 | .025 | .025 | (I) (AP) (none) | Eagle Pub. Co., Inc.<br>N. P. Olson, Pres. | N. P. Olson<br>A. H. Olson | E. W. Olson<br>Fred Johnson (sp) | N. P. Olson<br>E. H. Frenn (cm) | Aug. H. Olson | John Jaquith |
| | Republican<br>(e) 3,279 | .025 | .... | (I-R) (J) (E) (143-110) | Red Wing Ptg. Co.<br>J. K. Grondahl, Pres. | Jens K. Grondahl | | Jens K. Grondahl | | |
| ROCHESTER<br>20,621 | Post-Bulletin<br>(e) **9,559** | .055 | .... | (I) (AP, UP) (J) (143-110) | Post-Bulletin Co.<br>G. S. Witherstine, Pres. | G. S. Witherstine | | C. W. Blakely (bm) | H. H. Blakely (n) | P. J. Theisen |
| ST. CLOUD<br>21,000 | Times-Journal<br>(e) **7,343x** | .06 | .045 | (I) (AP) (†) (J) (143-110) | Times Pub. Co.<br>Fred Schilplin, Pres. | Alvah Eastman<br>Harold Schoelkopf | Peter Weyrens<br>Walter Grinols (sp) | Fred Schilplin<br>Wilfred E. Lauer (cm) | C. H. Gustafson<br>Frances Meyer (cl) | Joseph Hick<br>G. Rosenberger (j) |
| ST. PAUL<br>271,606<br>293,965 (ABC City) | Dispatch<br>(e) **89,149**<br>Pioneer Press<br>(m) **75,483**<br>Combined Daily<br>(me) **164,632**<br>Sunday edition<br>(S) **112,408**<br>Daily News<br>(e) **75,047**<br>Sunday edition<br>(S) **51,368** | .23<br>.18<br>.28<br>.27<br>.18<br>.14 | ....<br>....<br>.225<br>.165<br>....<br>.... | (I) (AP, UP, NWN, CDN) (*S) (mer) (†) (E) (114) | Dispatch-Pioneer Press Co.<br>L. E. Owens, Pres. & Pub. | R U. Dunlap (me) | V. E. Fairbanks<br>L. S. McKenna (sp)<br>A. H. Cook (Su) | W. F. Johns | J. X. Gooris<br>R. B. Liggett (n)<br>J. B. Lewis (cl) | |
| | | | | (I) (UP) (mer) (†) (J) (E) (155) | Daily News Corp. | Howard Kahn<br>Irving Richards | Fred Strong<br>Ed L. Shave (sp) | Herman Ridder<br>J. R. Van Horn (bm)<br>Harold Shugard (cm) | Wm. H. Neal<br>J. F. Johns (n)<br>R. J. Copley (cl) | John Salmon (j) |
| SOUTH ST. PAUL<br>10,009 | Reporter<br>(e) 4,403 | .03 | .025 | (I) (UP) (J) (105-4) | Daily Reporter Co. | Wilbur M. Fisk | Chas. T. Burnley<br>Henry Bortz (sp) | Wilbur M. Fisk<br>John Waldhauser (cm) | Daniel Frye<br>M. E. Johnson (cl) | C. M. Stearns |
| STILLWATER<br>7,173 | Gazette<br>(e) 1,575 | .021 | .... | (I (UP) (J) (none) | Easton-Masterman | W. E. Easton | | Ned Easton | T. F. Meehan | John Niederer |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MINNESOTA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| VIRGINIA<br>11,967 | Enterprise<br>(e) 3,017 | .03 | .025 | (I-R) (AP) (143-110) | Enterprise P. & P. Co. | Elbridge C. Smith | D. J. MacIver<br>A. Milavetz (sp) | E. C. Smith<br>Andrew Bradich (cm) | R. J. McNiff<br>Vivian Swanson (cl) | Wm. Lostrom |
| WILLMAR<br>6,500 | Tribune<br>(e) 4,152 | .03 | .025 | (I) (AP) (†) (J) (110) | Victor E. Lawson | Victor E. Lawson<br>O. B. Augustson | H. A. Hengstler | Victor E. Lawson<br>Emil Aspaas (cm) | O. B. Augustson<br>R. Bengtson (cl) | G. Hillerman<br>J. V. Lawson (j) |
| WINONA<br>20,852 | Republican-Herald<br>(e) **13,034** | .06 | .... | (I) (AP) (J) (105-4) | Rep. & Herald Pub. Co.<br>H. G. White, Pres. | H. R. Wiecking<br>E. T. Edwards | G. R. Closway<br>B. J. Duffy (sp) | H. G. White<br>M. H. White (bm) | L. S. Belville | J. F. Bilder<br>O. A. Olson (j) |

## MISSISSIPPI

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BILOXI 14,850 &<br>GULFPORT 12,547 | Herald<br>(e) **5,015** | .04 | .... | (D) (AP) (41) | Geo. W. Wilkes' Sons. | Geo. P. Money | *Cosman Eisendrath<br>**A. G. Osoinach<br>Paul Tiblier (sp)<br>(*City editor for Biloxi; **city editor for Gulfport.) | W. G. Wilkes<br>C. H. Rose (cm) | C. Brown Rodgers<br>W. G. Wilkes (n) | |
| CLARKSDALE<br>10,043 | News<br>(e) 816 | .025 | .02 | (D) (UP) (J) (99) | Coahomian Pub. Co., Inc.<br>Henry C. Page, Pub.-P. | Henry C. Page<br>B. Blanton Dye | Chas. M. Hills | Henry C. Page<br>O. C. Clapham (bm). | Henry C. Page<br>O. C. Clapham (n) | F. S. Griffin |
| | Register<br>(e) 4,523 | .035 | .... | (D) (AP) (J) (41) | Register Pub. Co., Inc.<br>Mrs. C P. Clark, Pres. | Dortch Campbell (me) | | A. J. Oswalt (bm)<br>Miss C. Dodd (cm) | A. J. Oswalt (n) | |
| COLUMBUS<br>10,743 | Commercial Dispatch<br>(e) 5,040<br>Sunday edition<br>(S) 5,040 | .04<br><br>.04 | .... | (D) (AP) (†) (J) (none) | Birney Imes | Birney Imes | Drew Shankle | T. C. Billups (cm) | H. I. Tate | B. T. Russell |
| CORINTH<br>6,220 | Corinthian<br>(e) 1,689 | .028 | .... | (D) (none) | Klyce & Bishop | | | J. C. Bishop (bm)<br>E. O. Klyce (cm) | J. C. Bishop | |
| GREENVILLE<br>14,807 | Democrat-Times<br>(e) 2,642 | .025 | .025 | (D) (AP) (J) (41) | Greenville Newspaper & Ptg. Co.<br>E. W. Smith, Pres. | Ernest Smith | Charles Kerg | Ernest Smith<br>W. C. Tompkins (cm) | H. Armstrong | L. Smith<br>W. A. Wilson (j) |
| GREENWOOD<br>11,123 | Commonwealth<br>(e) 3,460 | .03 | .03 | (D) (AP) (J) (41) | Sumter Gillespie | Littleton Gillespie | Frances Busam<br>J. P. Muse (sp) | Sumter Gillespie<br>Mrs. Roy Wilkes (cm) | Sumter Gillespie<br>Mrs. Roy Wilkes (cl) | M. L. Busam |
| HATTIESBURG<br>18,601 | American<br>(e) 6,835 | .05 | .... | (D) (AP) (84 | F. S. Harmon, Pres. | Andrew Harmon<br>Albert Witt (sp) | A. S. Waller, Jr. (sp). | T. St. John (bm)<br>C. H. Praytor (cm) | W. T. Reiser | |
| JACKSON<br>48,282 | Clarion-Ledger<br>(m) **20,857x**<br>Sunday edition<br>(S) **22,833x** | .06<br><br>.06 | .... | (D) (AP) (†) (74) | Clarion-Ledger Co.<br>T. M. Hederman, Pub. | T. M. Hederman<br>Purser Hewitt | | W. T. Buck (cm) | H. F. Crisler<br>J. R. Brumby (n) | D. H. Thornton |
| | News<br>(e) **25,288x**<br>Sunday edition<br>(S) **25,803x** | .08<br><br>.08 | .07 | (D) (AP, UP) (†) (84) | Jackson Daily News, Inc.<br>Frederick Sullens, Pres. | Frederick Sullens<br>G. Lemon Sugg | Jack Hancock<br>Earl Magee (sp) | Walter G. Johnson<br>Thomas Bilea (cm) | Roscoe Bailey<br>Mack Smythe (cl) | T. W. Anderson |
| LAUREL<br>18,017 | Leader-Call<br>(e) 5,310 | .04 | .043 | (I) (AP) (17) | Laurel Leader, Inc.<br>Thos. M. Gibbons, Pub.<br>Jas. H. Skewes, Pres. | Mrs. Thos. M. Gibbons<br>E. E. Hoffman | Goode Montgomery, Jr. | Thos. M. Gibbons<br>George Hymers (cm). | W. C. DeHority<br>Mrs. C. S. Herring (n) | Guy E. Catheart |
| MERIDIAN<br>31,954 | Star<br>(e) 15,917<br>Sunday edition<br>(S) 15,917 | .075<br><br>.075 | .06 | (I) (AP, UP, INS) (17) | Meridian Star, Inc.<br>Jas. H. Skewes, Pres. | Jas. H. Skewes<br>W. L. Ellison | Paul D. McRoy<br>Carl Walters (sp)<br>W. L. Ellison (Su) | Jas. H. Skewes<br>Ethel Anderson (bm).<br>Loui R. Allison (cm) | J. W. Dement<br>J. H. Little (n)<br>Chas. Irvin (cl) | H. G. Hodge |
| NATCHEZ<br>13,422 | Democrat<br>(m) 3,548<br>Sunday edition<br>(S) 3,762 | .03<br><br>.04 | .... | (D) (AP) (†) (J) (54) | J. W. Lambert | R. E. Smith | | | | |
| TUPELO<br>6,361 | News<br>(e) 5,182 | .035 | .03 | (I) (AP) (J) (41) | Daily News Co.<br>J. Fred Price, Pub.<br>Edgar G. Harris, Pres. | J. Fred Price<br>Frank A. Henderson. | | J. Fred Price (bm)<br>L. H. Price (cm) | W. O. Kincannon<br>J. Fred Price (n)<br>L. H. Price (cl) | N. Bratton<br>A. W. Price (j) |
| VICKSBURG<br>22,943 | Herald<br>(m) .....<br>Sunday edition<br>(S) ..... | .03<br><br>.04 | .... | (I) (AP) (54) | P. L. Barelift | | | | | |
| | Post<br>(e) **5,177x** | .04 | .... | (D) (AP) (54) | J. G. Cashman & Sons | | | Alvin Macke (bm)<br>Edwin C. Mammon (cm) | | |
| WEST POINT<br>4,677 | Times-Leader<br>(e) 3,611 | .03 | .03 | (I) (84) | E. G. & B. L. Harris | Edgar G. Harris<br>Paul Bumbarger | Paul Bumbarger<br>Stanley Fink (sp) | Edgar G. Harris<br>H. C. Baker (cm) | Stanley Fink<br>B. L. Harris (n)<br>H. C. Baker (cl) | C. L. Jobe |

## MISSOURI

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| AURORA<br>3,875 | Advertiser<br>(e) ..... | .014 | .... | (I) (J) (none) | W. B. Lowry | | | | | |
| BOONVILLE<br>6,435 | News<br>(m) 1,816 | .03 | .025 | (R) (UP) (†) (J) (90) | E. J. Lawrence | E. W. Sowers | Lewis Debo | E. J. Lawrence<br>Henry Evans (cm) | Russel Worts<br>E. J. Lawrence (n)<br>Ethel MacAaron (cl) | F. Babbitt<br>H. Rommelma |
| | Republican-Sun<br>(e) 1,864 | .03 | .025 | (I-R) (†) (J) (28) | E. J. Melton | E. J. Melton<br>Mrs. Opal Melton | Gladys G. Stammerjohn<br>Jack Brott (sp) | E. J. Melton<br>M. Mills (cm) | Pauline Hollomon<br>Dorothy Garthoffner (cl) | J. Weamer |
| BROOKFIELD<br>6,428 | Argus<br>(e) 2,736 | .025 | .... | (D) (UP) (none) | C. W. Green | | | | H. B. Green (n) | |
| BUTLER<br>2,706 | Democrat<br>(e) ..... | .010 | .... | (D) (J) (3) | Henry H. Henry | Henry H. Henry | | | H. H. Henry | |
| CAMERON<br>3,507 | News-Observer<br>(e) 1,017 | .017 | .... | (D) (J) (none) | B. B. Witt | B. B. Witt | Mrs. Laura Whitaker.<br>J. Bernard Witt (sp). | B. B. Witt<br>Robt. Middaugh (cm) | B. B. Witt | J. Marcum |
| CAPE GIRARDEAU<br>16,227 | Southeast Missourian<br>(e) **7,956** | .05 | .04 | (I) (AP) (137) | Naeter Bros.<br>Fred Naeter, Pres. | Naeter Bros.<br>Juel Mosley | | Naeter Bros.<br>Alvin Macke (bm)<br>E. Mammon (cm) | H. E. Drake | H. Hohler |
| CARROLLTON<br>4,058 | Democrat<br>(e) ..... | .014 | .... | (D) (J) (none) | W. S. Holliday | W. R. Painter | | W. S. Holliday | | |
| CARTHAGE<br>9,736 | Press<br>(e) 3,023 | .03 | .022 | (I-R) (AP) (J) (none) | Carthage Press Co., Inc.<br>W. J. Sewall, Pub. | W. J. Sewall | E. L. Dale<br>Fletcher Cupp (sp) | W. J. Sewall<br>H. L. Howe (bm)<br>E. R. Johnson (cm) | H. L. Howe<br>W. L. Schrants (n) | H. K. Stewart |
| | Democrat<br>(e) 1,233<br>Sunday edition<br>(S) 1,233 | .03<br><br>.03 | .... | (I) (J) (none) | Eugene B. Roach | Eugene B. Roach | | | | |
| CHILLICOTHE<br>8,177 | Constitution-Tribune<br>(e) 4,871 | .035 | .035 | (I) (UP) (J) (1010) | Chillicothe Pub. Co.<br>C. E. Watkins, Pub-Pres. | H. S. Beardsley<br>C. E. Watkins | C. A. Spooner<br>H. S. Beardsley (sp) | C. E. Watkins<br>V. A. Page (cm) | F. P. Bohn | D. O. Smith<br>G. Mahaffet (j) |
| CLINTON<br>5,744 | Democrat<br>(e) ..... | .010 | .... | (D) (J) (3) | C. H. Whitaker & Sons | C. H. Whitaker | | | | |

(*Continued on page* 52)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MISSOURI (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| COLUMBIA<br>14,967 | Missourian<br>(e) **2,828** | .025 | .025 | (I) (UP) (E) (70) | Missourian Pub. Assn. | E. A. Soderstrom | | E. A. Soderstrom (bm)<br>Elden Tuttle (cm) | E. A. Soderstrom<br>Margaret Baumgartner (cl) | E. B. Swift |
| | Tribune<br>(e) **4,763** | .035 | .... | (D) (AP) (137) | Tribune Pub. Co.<br>E. M. Watson, Pres. | E. M. Watson | | M. D. Jett (bm) | H. J. Waters (n) | |
| EXCELSIOR SPRINGS<br>4,565 | Standard<br>(e) ..... | .035 | .... | (I) (UP) (J) (70-90) | Standard Pub. Co.<br>F. E. Miller, Pub. | Ed Connelly | | F. E. Miller | Albert Mason | |
| | Sunday edition<br>(S) ..... | .035 | .... | | | | | | | |
| FULTON<br>6,105 | Sun-Gazette<br>(e) 2,484 | .03 | .... | (D) (AP) (J) (70) | Sun Ptg. Co. | | | G. P. Johnston (bm)<br>R. Booth (cm) | G. P. Johnston | |
| HANNIBAL<br>22,761 | Courier-Post<br>(e) **7,198** | .04 | .03 | (I) (AP) (109) | E. L. Sparks, Pub.<br>E. P. Adler, Pres. | E. L. Sparks<br>W. A. Cable | J. G. Jeffries<br>E. M. O'Neill (sp) | E. L. Sparks<br>R. D. Wolfe (cm) | C. R. Munson<br>E. L. Sparks (n) | |
| INDEPENDENCE<br>15,296 | Examiner<br>(e) 4,341 | .035 | .025 | (I-D) (UP) (53) | Examiner Ptg. Co.<br>Wm. Southern, Jr., Pres. | Wm. Southern, Jr. | James A. Southern | Frank W. Rucker<br>G. Raymond Boyd (cm) | Raymond E. Blake<br>Frank W. Rucker (n)<br>Beulah Boone (cl) | E. Wright |
| | News<br>(e) 1,964 | .015 | .... | (R) (J) (none) | C. A. Carroll | C. A. Carroll | | C. A. Carroll<br>G. W. Braden (cm) | | |
| JEFFERSON CITY<br>33,454 | Capital-News<br>(m) 7,386 | .... | .... | (D) (AP, UP) (†) (137)<br>(R) (AP, UP) (†) (137) | Capital-News Ptg. Co.<br>Tribune Ptg. Co.<br>R. C. Goshorn, Pres. | J. Kelly Pool (m)<br>Norton McGiffin (e) | R. L. Slighton (ce-m)<br>L. R. Lutkewitte (ce-e)<br>A. B. Jackson (sp)<br>R. L. Slighton (Su) | R. C. Goshorn<br>R. L. Rose (bm)<br>H. L. Bryant (cm) | R. L. Rose<br>Meta K. Johannaber (cl) | A. Baker |
| | Post-Tribune<br>(e) 8,649 | .... | .... | | | | | | | |
| | Combined daily<br>(me) 16,035 | .08 | .... | | | | | | | |
| | Sunday edition<br>(S) 15,872 | .08 | .... | | | | | | | |
| JOPLIN<br>33,454 | Globe<br>(m) **21,998x** | .... | .... | (I) (AP) (mer) (†) (74) | Joplin Globe Pub. Co.<br>Harrison C. Rogers, Pres. | Philip Coldren<br>Ray Cochran | Steve Smith (ce-m)<br>Grover Welsh (ce-e)<br>Porter Wittick (sp-m)<br>Robt. L. Hutchison (sp-e)<br>Ray S. Cochran (Su) | Cowgill Blair<br>Harold J. Leggett (cm) | J. J. McClellan<br>Eugene D. Orton (cl) | J. C. Schulte |
| | News-Herald<br>(e) **11,929x** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **33,927x** | .15 | .... | | | | | | | |
| | Sunday edition<br>(S) **24,687x** | .15 | .... | | | | | | | |
| KANSAS CITY<br>399,746 | Journal-Post<br>(e) **82,879** | .20 | .17 | (I) (UP) (*S) (†) (E) (84-13) | Kansas City Journal-Post Co.<br>W. Laurence Dickey, Pres. | W. L. Dickey<br>Dick Smith | Ed. P. Meisburger<br>E. W. Cochrane (sp)<br>Tom Collins (Su) | Marion B. Sharp<br>Homer Bair (cm) | L. C. David<br>J. A. Penticuff (n)<br>Jos. Lapides (cl) | |
| | Sunday edition<br>(S) **72,296** | .20 | .... | | | | | | | |
| | Star<br>(m) **290,849** | .... | .... | (I) (AP, CT, INS, NYT, NANA) (*S) (E) (35-152) | Kansas City Star Co.<br>George B. Longan, Pres. | Henry J. Haskell<br>Roy A. Roberts | F. C. Hinkle<br>C. E. McBride (sp)<br>E. B. Garnett (Su) | Geo. B. Longan<br>E. McCollum (asst-gm)<br>G. W. Mansfield (cm) | J. T. Barrons<br>E. E. Robertson (n)<br>R. G. Shryock (cl) | D. C. Carpenter |
| | Star<br>(e) **293,936** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **594,885** | .60 | .... | | | | | | | |
| | Sunday edition<br>(S) **304,432** | .45 | .... | | | | | | | |
| KIRKSVILLE<br>8,293 | Express & News<br>(e) 4,318 | .03 | .025 | (I) (UP) (143) | E. E. Swain | E. E. Swain | Dow Jones<br>Howard Coons (sp)<br>J. D. Buckingham (Su) | E. E. Swain<br>A. L. Wood (cm) | R. L. Speer<br>E. E. Swain, Jr. (cl) | L. F. Shubert |
| | Sunday edition<br>(S) 4,318 | .03 | .... | | | | | | | |
| LAMAR<br>2,381 | Democrat<br>(e) ..... | .021 | .... | (I) (J) (none) | Arthur Aull | Arthur Aull | | | | |
| LEXINGTON<br>4,596 | Advertiser-News<br>(e) 3,147 | .03 | .03 | (I) (UP) (J) (143) | Lexington News Pub. Co. | | | | H. E. Booth | |
| | Intelligencer<br>(e) 2,300 | .025 | .02 | (D) (J) (28) | A. W. Allen | R. A. Ward | | A. W. Allen | | J. P. Allen |
| MACON<br>3,851 | Chronicle-Telegraph<br>(e) 4,332 | .035 | .028 | (I) (UP) (J) (53) | Frank P. Briggs | Frank P. Briggs | Edgar White | F. M. Sagaser (bm) | F. M. Sagaser | W. King<br>A. Lunsford (j) |
| MARSHALL<br>8,103 | Democrat-News<br>(e) 3,035 | .03 | .03 | (D) (AP) (J) (none) | Democrat-News Ptg. Co.<br>R. N. Hains, Pres. | R. N. Hains | John R. Hall | R. N. Hains<br>G. T. Duggins (bm)<br>Mrs. M. E. Turner (cm) | R. M. Dunn<br>R. N. Hains (n)<br>Marian Tyler (cl) | S. E. Sherwood<br>J. E. Morris (j) |
| MARYVILLE<br>5,217 | Forum<br>(e) **4,041x** | .04 | .03 | (I) (AP) (†) (J) (none) | | Chester Krause (me) | Bob Strother | M. W. Stauffer | E. Banett | W. Todd |
| MEXICO<br>8,290 | Intelligencer<br>(e) 1,375 | .018 | .... | (D) (AP) (J) (28) | Intelligencer Pub. Co.<br>Gale F. Johnston, Pres. | Frank A. Cauthorn | Mary M. Cauthorn<br>Howard Rushmore (sp)<br>Frank A. Cauthorn (Su) | Janice M. Emmons (cm) | | J. R. Hutcherson |
| | Sunday edition<br>(S) 1,375 | .018 | .... | | | | | | | |
| | Ledger<br>(e) 1,728 | .02 | .... | (I-D) (UP) (J) (143) | R. M. White & Son<br>L. M. White, Pres. | L. M. White | | Wm. Haas (bm) | | |
| MOBERLY<br>13,772 | Monitor-Index<br>(3) **4,787** | .04 | .036 | (D) (AP) (J) (101) | Index Ptg. Co.<br>James Todd, P-Pres. | James Todd<br>W. T. VanCleve | C. A. Bradley | J. K. VanCleve (bm)<br>G. P. Delaney (cm) | C. M. Keller<br>Isabel Gollehon (n)<br>Virginia Sweetman (cl) | G. Leach |
| MONETT<br>4,099 | Times<br>(e) 1,175 | .021 | .... | (I) (J) (28) | Pearl Peters | Pearl Peters | Jay B. Iden | Bertha Jeffries (bm)<br>Gussye Galloway (cm) | Pearl Peters<br>Bertha Jeffries (n) | R. Lindsay |
| NEOSHA<br>4,485 | Democrat<br>(e) 800 | .018 | .018 | (I) (J) (28) | W. G. & J. G. Anderson | Will G. Anderson<br>Jas. G. Anderson | Mrs. H. Williams<br>Jas. Turrentine (sp) | Will G. Anderson<br>Jas. G. Anderson (cm) | Will G. Anderson | J. G. Anderson |
| NEVADA<br>7,448 | Mail & Post<br>(e) 2,120 | .021 | .... | (D) (INS) (J) (none) | | J. H. Bean | | W. L. Erp (bm)<br>C C. Erp (cm) | | |
| POPLAR BLUFF<br>7,551 | American Republic<br>(e) 5,020 | .032 | .028 | (I) (AP) (J) (none) | Poplar Bluff Ptg. Co.<br>J. H. Wolpers, Pres. | J. H. Wolpers | Jas. Hendrickson<br>W. W. Horton & A. Wallhausen (sp) | J. H. Wolpers<br>Rose Saracini (cm) | F. P. Jacobs<br>Ollie Lohmeier (n) | E. C. Magruder<br>C. Fitzgerald (j) |
| RICH HILL<br>2,118 | Review<br>(e) ..... | .018 | .... | (D) (28) | E. E. Bean | | | E. E. Bean<br>Miss N. Neat (cm) | | |
| ST. CHARLES<br>10,491 | Banner-News<br>(e) 1,500 | .02 | .018 | (I) (J) (28) | Thomson & Belding<br>H. C. Belding, Pres. | R. M. Thomson | H. C. Crabille | H. C. Belding | | E. Moentmann |
| | Cosmos-Monitor<br>(e) 1,600 | .014 | .... | (R) (J) (none) | St. Charles Pub. Co., Inc.<br>M. L. Comann, Pres. | M. L. Comann | | B. M. Renno (bm) | | |
| ST. JOSEPH<br>80,935 | Gazette<br>(m) **21,707** | .... | .... | (I) (AP, UP) (†) (101) | The News Corp.<br>H. A. Sprague, Pub.<br>C. M. Palmer, Pres. | H. A. Sprague<br>Dean Wilde (me-m)<br>C. L. Rutt (me-e) | John Cargill (news-m)<br>A. Burrowes (news-e)<br>R. Osborne (sp-m)<br>K. Chilcote (sp-e)<br>Aronld Bailey (Su) | H. A. Sprague<br>Barton Pitts (bm)<br>C. E. Lemon (cm) | Lillian L. Reynolds<br>Glennan Griswold (n)<br>Norma Border (cl) | F. G. Sprague |
| | News-Pres<br>(e) **39,363** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **61,010** | .16 | .16 | | | | | | | |
| | Sunday edition<br>(S) **31,656** | .16 | .... | | | | | | | |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## MISSOURI (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ST. LOUIS<br>821,960 | Globe-Democrat<br>(m) **226,081** | .43 | .225 | (I) (AP, NANA, NYT) (S*) (†) (E) (49-115-12) | Globe-Democrat Pub. Co.<br>E. Lansing Ray, Pres. | E. Lansing Ray<br>J. J. McAuliffe | Francis P. Douglas<br>Glen L. Waller (sp)<br>Walter H. Ames (Su) | E. Lansing Ray<br>W. C. Houser (bm)<br>Ralph J. Seeman (cm) | D. B. Houser<br>Geo. R. Baker (n)<br>Chas. W. Nax (cl) | E. Evers |
| | Sunday edition<br>(S) **181,344** | .43 | .... | | | | | | | |
| | Post-Dispatch<br>(e) **222,123** | .43 | .41 | (I-D) (AP) (*S) (†) (E) (51-64-102) | Pulitzer Pub. Co.<br>Joseph Pulitzer<br>Pub-Pres. | O. K. Bovard (me) | | A. G. Lincoln (cm) | G. M. Burbach | |
| | Sunday edition<br>(S) **245,085** | .50 | .47 | | | | | | | |
| | Star-Times<br>(e) **147,283** | .33 | .... | (I) (UP, INS) (†) (E) (89-33) | Star-Chronicle Pub. Co.<br>Elzey Roberts, Pres. | Elzey Roberts<br>F. W. Taylor, Jr. | Aaron Benesch<br>Sid Keener (sp) | T. L. Ryan<br>L. J. Hoffman (cm) | Arthur E. Kaye<br>Joseph J. Doyle (n)<br>N. S. Getlin (cl) | |
| | Record<br>(m) **2,128** | .08 | .... | (118) | Lucius B. Morse | | | Lucius B. Morse<br>Char. J. Karst (cm) | | |
| SEDALIA<br>20,806 | Capita<br>(m) 1,807 | .... | .... | (I-R) (AP) (†) (none) | | | | | | |
| | Democrat<br>(e) 5,776 | .... | .... | (I-D) (AP) (†) (none) | Sedalia Democrat Co.<br>W. P. Stanley, Pres. | W. J. Brill (m)<br>W. P. Stanley (e) | Jack Taylor (ce-m)<br>W. D. Agee (ce-m) | W. P. Stanley<br>K. U. Love (cm) | W. J. Brill | C. S. Cotton |
| | Combined daily<br>(me) 7,583 | .045 | .... | | | | | | | |
| | Combined Sunday<br>(S) 7,583 | .045 | .... | | | | | | | |
| SPRINGFIELD<br>57,527 | News<br>(m) **17,518** | .... | .... | | | | | | | |
| | Leader & Press<br>(e) **31,502** | .... | .... | (I) (AP, UP) (†) (E) (17) | Springfield Newspapers, Inc.<br>H. S. Jewell, Pres. | George Olds (me) | John Snow (sp)<br>W. H. Brunkhorst (Su) | Edson K. Bixby<br>T. W. Duvall (bm)<br>E. E. Scott (cm) | Dan H. Wheeler<br>J. M. Acuff (n)<br>Bert H. Dunham (cl) | D. M. Orr |
| | Combined daily<br>(me) **49,020** | .15 | .15 | | | | | | | |
| | Sunday edition<br>(S) **42,827** | .15 | .... | | | | | | | |
| TRENTON<br>6,992 | Republican-Times<br>(e) 2,596 | .03 | .025 | (R) (AP) (28) | W. B. Rogers Ptg. Co., Inc.<br>Mrs. Carrie R. Clark, Pub-Pres. | Mrs. C. R. Clark (me) | R. L. Sawyer | Ray VanMeter | Ray VanMeter | |
| WARRENSBURG<br>5,146 | Star-Journal<br>(e) 1,253 | .02 | .010 | (D) (UP) (†) (J) (70) | Star-Journal Pub. Co.<br>Wallace Crossley, Pres. | Wallace Crossley | James Kirkpatrick | E. W. Hoberecht<br>C. B. Baston (cm) | E. W. Hoberecht | R. Wilcox |
| WEBB CITY<br>6,876 | Leader<br>(e) 546 | .02 | .... | (I) (none) | R. R. Robertson | George B. Brewer | | J. A. Robertson (bm) | | |
| | Sentinel<br>(e) 510 | .018 | .018 | (R) (J) (none) | Hal M. Wise | Hal M. Wise | | | | |
| WEST PLAINS<br>3,335 | Quill<br>(e) 1,000 | .018 | .018 | (I) (none) | Williams Sisters | Cleora B. & Ella M. V. Williams | | Fritze W. Dixon | Fritze W. Dixon | |

## MONTANA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BILLINGS<br>16,380 | Gazette<br>(m) **2,358** | .... | .... | | | | | | | |
| | Gazette<br>(e) **10,302** | .... | .... | (I) (AP, UP) (J) (109) | Gazette Ptg. Co.<br>Leon Shaw, Pres. | Eugene MacKinnon | Harry Griffin<br>Jack Keenan (sp) | Leon Shaw<br>E. C. Aitchison (cm) | Fred Pierce | D. King<br>R. A. MacMillan (j) |
| | Combined daily<br>(me) **12,660** | .07 | .... | | | | | | | |
| | Sunday edition<br>(S) **12,399** | .07 | .... | | | | | | | |
| BOZEMAN<br>6,855 | Chronicle<br>(m) 2,385 | .03 | .04 | (I-D) (AP) (J) (119) | Chronicle Pub. Co.<br>James P. Bole, Pres. | James P. Bole | Fred H. Wilson | H. H. Howard<br>Frank M. Grant (bm)<br>T. Menard (cm) | L. A. Malone<br>Frank M. Grant (n) | F. Alderson<br>C. F. Badgley (j) |
| BUTTE<br>39,532 | Montana Standard<br>(m) **12,687** | .... | .... | (I) (AP, UP) (†) (J) (119) | Standard Pub. Co.<br>C. J. Kelly, Pres. | E. G. Leipheimer | Law Risken<br>Jean Jordan (sp)<br>E. G. Leipheimer (Su) | J. L. Markham<br>F. A. Launsbach (cm) | David Kilroy<br>F. W. McKenzie (n)<br>James Kintrea (cl) | W. L. Murphy (j) |
| | Sunday edition<br>(S) **22,361** | .... | .... | | | | | | | |
| | Post<br>(e) **8,662** | .... | .... | (I-R) (AP, UP) (†) (119) | Post Pub. Co.<br>J. H. Dickey, Jr., Pres. | G. W. Moon | James Doull | J. H. Dickey, Jr.<br>H. V. Tower (cm) | J. R. Spencer<br>F. W. McKenzie (n)<br>Jas. Kintrea (cl) | |
| | Combined edition<br>(me) **21,349** | .13 | .... | | | | | | | |
| | Evening & Sunday<br>(ES) ..... | .16 | .... | | | | | | | |
| GREAT FALLS<br>28,822 | Tribune<br>(m) **11,639** | .... | .... | (D) (AP, UP) (†) (J) (123) | | | | | | |
| | Leader<br>(e) **2,671** | .... | .... | (R) (AP, UP) (†) (J) (123) | Tribune, Inc.<br>O. S. Warden, Pub. | O. S. Warden<br>P. B. Shelson | E. A. Dye<br>Luke Wright (sp)<br>R. D. Warden (Su) | Alexander Warden (bm)<br>Don Hoffman (cm) | Alexander Warden (n) | F. Tebeau<br>D. S. McCallum (j) |
| | Combined daily<br>(me) **14,310** | .09 | .... | | | | | | | |
| | Sunday edition<br>(S) **13,082** | .09 | .... | | | | | | | |
| HAVRE<br>6,372 | News<br>(m) 2,770 | .035 | .025 | (R) (AP, UP) (†) (J) (102) | United Publishers, Inc.<br>John Survant, Pres. | H. H. Brooks | Herbert White | John F. M. Travis<br>Tom Troy, Jr. (bm) | J. F. M. Travis | Wm. Cole<br>L. Rader (j) |
| HELENA<br>11,803 | Independent<br>(m) 5,261 | .035 | .... | (D) (AP) (119) | W. A. Campbell | | | | | |
| | Sunday edition<br>(S) 5,261 | .035 | .... | | | | | | | |
| | Record-Herald<br>(e) **4,333** | .035 | .... | (R) (AP) (J) (92) | Montana Pub. Co.<br>T. B. Weir, Pres. | | | Chas. H. Reifenrath<br>Leo Lareau (cm) | | |
| KALISPELL<br>6,094 | Inter Lake<br>(e) 2,382 | .012 | .... | (I-D) (AP) (J) (none) | L. D. Spafford | | | L. D. Spafford<br>A. Sward (cm) | | W. E. O'Leary |
| LEWISTOWN<br>5,358 | Democrat-News<br>(m) 6,405 | .035 | .035 | | | | | | | |
| | Telegram<br>(e) 3,847 | .025 | .025 | (I-D) (AP) (†) (J) (66-117) | Democrat-News Co., Inc.<br>Harry E. Lay, Pub.<br>Tom Stout, Pub. | E. G. Ivins | J. W. Hanley<br>Walter Pierre (sp)<br>Coleman Stout (Su) | Harry E. Lay<br>Casper Larson (cm) | E. F. McGinnis | F. Cooper<br>L. Raw (j) |
| | Combined daily<br>(me) 10,252 | .055 | .055 | | | | | | | |
| | Sunday edition<br>(S) 6,405 | .035 | .... | | | | | | | |
| LIVINGSTON<br>6,391 | Enterprise<br>(m) 1,106 | .03 | .025 | (I) (AP) (J) (119) | Livingston Pub. Co.<br>L. E. Flint, Pres. | L. E. Flint | Keith Botterud<br>F. S. Powell (sp)<br>L. E. Flint (Su) | L. E. Flint<br>E. M. Mjelde (cm) | E. A. King<br>E. M. Mjelde (n) | R. Dick, Jr. |
| | Sunday edition<br>(S) 1,106 | .03 | .... | | | | | | | |
| MILES CITY<br>7,195 | Star<br>(e) 3,593 | .03 | .032 | (R) (AP) (†) (J) (119) | Star Ptg. Co.<br>J. D. Scanlan, Pres. | J. D. Scanlan<br>L. F. Grill | | J. D. Scanlan<br>W. F. Flinn (bm)<br>H. A. Beardsley (cm) | O. L. Hicks<br>W. F. Flinn (n) | E. L. Roberts<br>C. B. Lebkicher (j) |
| | Sunday edition<br>(S) 5,031 | .03 | .... | | | | | | | |
| MISSOULA<br>14,657 | Missoulian<br>(m) **3,841** | .... | .... | | | | | | | |
| | Sentinel<br>(e) **3,721** | .... | .... | (I) (AP) (J) (119) | Missoulian Pub. Co.<br>Warren B. Davis, Pub. | Warren B. Davis<br>French T. Ferguson | Harold Swan (ce-m)<br>Ralph Swartz (ce-e)<br>Ray Rocene (sp)<br>F. T. Ferguson (Su) | C. A. Colby (bm)<br>Harry B. Healy (cm) | R. D. Morrison | J. Leach<br>L. D. Delaney (j) |
| | Combined daily<br>(me) **7,561** | .06 | .04 | | | | | | | |
| | Sunday edition<br>(S) **6,069** | .06 | .... | | | | | | | |

(*Continued on page* 54)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEBRASKA

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BEATRICE | Sun | | | | | | | | | | |
| 10,297 | (e) | 5,023 | .04 | .... | (I) (AP) (†) (119) | E. M. Marvin | E. M. Marvin | T. D. Bradley<br>B. R. Rothenberger (sp) | B. R. Rothenberger (bm)<br>Hazel Sabin (cm) | C. J. Lash | J. D. Faris |
| | Sunday edition (S) | 5,023 | .04 | .... | | | | | | | |
| COLUMBUS | Telegram | | | | | | | | | | |
| 6,896 | (e) | 3,652 | .03 | .025 | (I-D) (UP) (J) (105-4) | Telegram Co.<br>Edgar Howard, Pres. | Edgar Howard<br>Al. C. Smith | Z. H. Loomis<br>C. L. Wilson (sp) | A. H. Backus<br>Ina Person (cm) | L. R. Hansen<br>Ina Person (cl) | W. J. Gregorius<br>A. H. Backus (j) |
| FALLS CITY | Journal | | | | | | | | | | |
| 5,789 | (e) | 2,840 | .025 | .025 | (I) (UP) (J) (none) | Journal Pub. Co.<br>Virgil Falloon, Pres. | N. W. Todd | James S. Ramsey<br>Robt. Johnson (sp) | Leo S. Nusbaum(bm) | H. Burchard (n) | John Long |
| | News (m) | ..... | .025 | .025 | (D) (J) (none) | C. C. Davis | C. C. Davis | Leonard Castle | | C. C. Davis | Mrs. B. Mulligan<br>C. C. Davis (j) |
| | Sunday edition (S) | ..... | .025 | .... | | | | | | | |
| FREMONT | Tribune | | | | | | | | | | |
| 11,407 | (e) | **5,973** | .04 | .... | (R) (UP) (J) (62) | Hammond Ptg. Co.<br>Frank Hammond, Pres. | Chas. S. Ryckman | H. S. Putnam | Ray W. Hammond<br>Walt B. Reynolds (cm) | C. V. Roberts | John Martin (j) |
| GRAND ISLAND | Independent | | | | | | | | | | |
| 18,041 | (e) | **10,493** | .06 | .06 | (I-R) (AP) (62) | Independent Pub. Co.<br>O. S. Stauffer, Pres. | A. F. Buechler | W. E. Buechler<br>L. F. Roberts (sp) | W. G. Dunn (bm)<br>E. O. Peeler (cm) | R. D. Chamberlain | C. W. Riley |
| HASTINGS | Tribune | | | | | | | | | | |
| 15,490 | (e) | **8,947** | .05 | .05 | (I) (UP) (†) (J) (E) (62) | Henry G. Smith | J. Harold Hamil (me) | Harold Cowan (sp) | Henry G. Smith<br>Philip F. Bross (cm) | R. F. Kennedy | Ray Neff |
| KEARNEY | Hub | | | | | | | | | | |
| 8,575 | (e) | 3,325 | .035 | .03 | (I-R) (UP) (J) (none) | Hugh R. Brown | H. C. Kroger (me) | Elmont Waite (sp) | Hugh R. Brown (bm)<br>Jerry Tooley (cm) | E. S. Kroger | F. Carlson |
| LINCOLN | Journal | | | | | | | | | | |
| 75,933 | (m) | **26,539** | .... | .... | | | | | | | |
| | Journal (e) | **14,224** | .... | .... | | | | | | | |
| | Star (e) | **27,398** | .... | .... | (I-D) (AP, UP, INS) (mer) (†) (109) | Star Ptg. Co.<br>Frank D. Throop, P-Press. | J. E. Lawrence | Larry Becker<br>C. S. Sherman (sp) | Frank D. Throop<br>O. E. Jerner (cm) | J. W. Seacrest (loc.)<br>Walter H. White (n)<br>J. F. Seacrest (cl) | John Moore |
| | Three Editions Combined (me) | **68,161** | .21 | .... | | | | | | | |
| | Sunday edition (S) | **41,774** | .21 | .... | | | | | | | |
| McCOOK | Gazette | | | | | | | | | | |
| 6,688 | (e) | 3,042 | .04 | .... | (I) (UP) (J) (119) | H. D. Strunk | H. D. Strunk<br>Lee Hannify (me) | Lee Hannify | H. D. Strunk | Walter Amann | V. Reppert |
| NEBRASKA CITY | News-Press | | | | | | | | | | |
| 7,230 | (m) | 3,970 | .04 | .025 | (I) (UP) (†) (J) (105-4) | Press Ptg. Co.<br>J. H. Sweet, P-Pres. | J. H. Sweet<br>A. R. Sweet | | J. H. Sweet (bm)<br>Wm. H. Reuter (cm) | Marie J. Duncan<br>Mary Hansen (cl) | F. E. Olmsted |
| | Sunday edition (S) | 3,970 | .04 | .... | | | | | | | |
| NORFOLK | News | | | | | | | | | | |
| 10,717 | (e) | **6,625** | .05 | .04 | (I) (AP) (J) (119) | Huse Pub. Co.<br>Gene Huse, Pres. | Gene Huse<br>S. H. McCaw | N. S. Barth | Gene Huse<br>Fritz Asmus (bm) | W. R. Reckert<br>J. L. Perch (cl) | H. V. Gillis |
| NORTH PLATTE | Telegraph | | | | | | | | | | |
| 12,061 | (e) | 3,100 | .028 | .... | (I) (AP) (J) (none) | Kelly & Son | A. P. Kelly<br>L. A. Kelly | A. J. Valentine | A. P. Kelly | James Kirkman | |
| OMAHA | Bee-News | | | | | | | | | | |
| 214,006 | (m) | **46,793** | .... | .... | | | | | | | |
| | Bee-News (e) | **45,196** | .... | .... | | | | | | | |
| | Combined daily (me) | **91,989** | .20 | .0914 | (I) (AP, INS, US) (†) (E) (16) | Bee News Pub. Co.<br>Louis B. Tobin, P-Pres. | Fred S. Hunter (me) | W. G. Murphy<br>Ralph Wagner (sp)<br>A. K. Donovan (Su) | W. T. Gray (acting bm)<br>John Kurtz (cm) | Fred I. Archibald<br>H. E. Riggert (n)<br>H. E. Walker (cl) | |
| | Sunday edition (S) | **101,658** | .20 | .... | | | | | | | |
| | World-Herald (m) | **55,863** | .... | .... | | | | | | | |
| | World-Herald (e) | **57,375** | .... | .... | (I)(AP,CDN,NATL. ANA) (*Su) (†) (J) (E) (114) | World Pub. Co.<br>Gilbert M. Hitchcock, P-Pres | H. E. Newbranch<br>W. R. Watson | E. Sylvester<br>Fred'k Ware (sp)<br>Lyle Dowling (Su) | Henry Doorly<br>M. B. McNab (cm) | Fred Rowden<br>I. M. Baker (n)<br>Loyal Phillips (cl) | M. B. McNab |
| | Combined daily (me) | **113,238** | .25 | .25 | | | | | | | |
| | Sunday edition (S) | **110,505** | .25 | .... | | | | | | | |
| PLATTSMOUTH | Journal | | | | | | | | | | |
| 3,793 | (e) | ..... | .014 | .... | (I) (J) (none) | R. A. Bates | | | | | |
| SCOTTSBLUFF | Star-Herald | | | | | | | | | | |
| 8,465 | (m) | 4,263 | .04 | .... | (R) (AP) (J) (119) | H. J. Wisner | | | H J. Wisner | V. R. Blackledge | |
| | Sunday edition (S) | 4,263 | .04 | .... | | | | | | | |
| SOUTH OMAHA (inc. in Omaha) | Sun (e) | ..... | .071 | .... | (none) | Sun Pub Co. | | | T. A. Curran (bm) | R. O. Bartlett | |
| YORK | News-Times | | | | | | | | | | |
| 5,712 | (e) | 2,096 | .03 | .... | (I) (UP) (4-105) | | T. A. Curran | | T. A. Curran (bm)<br>M. Hayes (cm) | | |

## NEVADA

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CARSON CITY | Appeal | | | | | | | | | | |
| 1,596 | (e) | 530 | .011 | .... | (I) (UP) (J) (none) | Mrs. I. B. Mighels | D. H. Senseney | | | | A. E. Buckner |
| ELKO | Free Press | | | | | | | | | | |
| 3,217 | (e) | 1,259 | .025 | .025 | (I) (UP) (J) (102) | Free Press Pub. Co. | E. M. Steninger | C. H. Sheerin | E. M. Steninger | C. H. Sheerin | E. B. Steninger (j) |
| ELY | Times | | | | | | | | | | |
| 3,045 | (e) | 1,100 | .021 | .... | (I) (UP) (J) (none) | Times P. & P. Co.<br>V. M. Pittman, Pres. | Vail M. Pittman | | I. B. Pittman | | |
| LAS VEGAS | Review-Journal | | | | | | | | | | |
| 5,165 | (e) | 5,535 | .03 | .025 | (D) (AP, UP) (J) (102) | F. F. Garside | A. E. Cahlan | J. F. Cahlan | J. E. Coleman (cm) | J. H. Down, Jr.<br>H. E. Hazard (cl) | Dick Lochrie |
| RENO | Gazette | | | | | | | | | | |
| 18,529 | (e) | **7,840x** | .05 | .... | (R) (AP) (19-102) | Leigh Sanford | G. Sanford | | Leigh Sanford<br>L. C. Hancock (cm) | | |
| | Nevada State Journal (m) | **5,033x** | .04 | .038 | (D) (UP) (J) (123-153) | F. W. McKechnie, Jr. | F. W. McKechnie, Jr. | Nick Bourne<br>Bernard Mergen (sp) | F. W. McKechnie, Jr.<br>C. W. Moore (bm) | Jack Reid<br>Ann M. Ross (ne) | Jack Trapp<br>G. E. Knauth (j) |
| | Sunday edition (S) | **5,277x** | .04 | .038 | | | | | | | |
| TONOPAH | Times-Bonanza | | | | | | | | | | |
| 2,116 | (e) | 1,540 | .018 | .018 | (I) (UP) (J) (102) | F. F. Garside | F. F. Garside | C. R. Terrell | E. N. Richardson | E. N. Richardson | F. F. Garside |
| WINNEMUCCA | Humboldt Star | | | | | | | | | | |
| 2,089 | (e) | 2,312 | .025 | .021 | (I) (UP) (J) (102) | R. C. Stitser | Warren Monroe | | R. C. Stitser<br>C. D. Baier (cm) | R. C. Stitser | R. Lorents |

## NEW HAMPSHIRE

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CLAREMONT | Eagle | | | | | | | | | | |
| 12,377 | (e) | 2,360 | .02 | .018 | (I-R) (AP) (J) (90) | Eagle Press, Inc.<br>B. G. Welch, Pres. | Wm. E. Langdon | Kenneth D. Whipple | H. L. Woodward(bm) | H. L. Woodward | |
| CONCORD | Monitor & N. H. Patriot | | | | | | | | | | |
| 25,228 | (e) | **6,716** | .03 | .025 | (I) (AP) (96) | Monitor-Patriot Co.<br>James M. Langley, Pres. | James M. Langley<br>William Newell | William Newell<br>Ruel Colby (sp) | James M. Langley<br>C. E. Jesseman (cm) | R. C. Bishop<br>N. Jesseman (cl) | |
| DOVER | Foster's Democrat | | | | | | | | | | |
| 13,573 | (e) | ..... | .018 | .... | (96) | Geo. J. Foster & Co. | | | | | |
| KEENE | Sentinel | | | | | | | | | | |
| 13,794 | (e) | 3,998 | .023 | .018 | (E) (R) (AP) (J) (141) | Sentinel Ptg. Co.<br>John W. Prentis, Pres. | Harry C. Shaw | John H. Kline<br>Ralph W. Newell (sp) | Chas. R. Rodgers<br>Robert D. Nims (cm) | Robt. D. Nims | V. J. Bressett<br>J. W. Prentis (j) |

(*Continued on page* 56)

# *A Question in Retrospect*

"What good would it have done my newspaper had we been using MEDIA RECORDS service during these tough years?"

# *Answer from Facts:*

Those newspapers using MEDIA RECORDS continuously since 1928 improved their U. S. ranking more and suffered a smaller average linage loss than did comparable newspapers which did not have MEDIA RECORDS.

*Interesting details for the asking.*

# MEDIA RECORDS, INC.

NEW YORK CHICAGO COLUMBUS SAN FRANCISCO

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEW HAMPSHIRE (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Subt. |
|---|---|---|---|---|---|---|---|---|---|---|
| LACONIA | Citizen (e) 3,925 | .025 | .022 | (I) (AP) (J) (105-4) | Citizen Pub. Co. Etta G. Gallagher, Pres. | | Ebba M. Janson | Edward J. Gallagher. Abe Gazonsky (sp) | Harold E. Richards | L. D. Fitzpatrick |
| MANCHESTER 76,834 | Union (m) 17,256 | .... | .... | (I) (AP) (E) (15) | Union Leader Pub. Co. Frank Knox, Pres. E. F. Jewell, Pub. J. A. Muelling, Pub. | John A. Muelling Robert M. Blood | W. Emmerson (ce-e) | C. Decker (bm) | | |
| | Leader (e) 16,652 | .... | .... | | | | | | | |
| | Combined daily (me) 33,908 | .13 | .... | | | | | | | |
| NASHUA 31,463 | Telegraph (e) 7,523 | .035 | .035 | (I-R) (AP) (†) | Telegraph Pub. Co. William D. Swart, Pres. | Burtt E. Warren Geo. Parkhurst | David P. Stevens Fred'k H. Dobens (sp) | Burtt E. Warren Leolyn E. Annis (bm) Diana C. Thiffault (cm) | L. A. Richard R. K. Buxton (n) W. Beaupre (cl) | |
| PORTSMOUTH 14,595 | Herald (e) 6,100 | .025 | .025 | (I-R) (AP) (J) | Chronicle & Gazette Pub. Co. F. W. Hartford, Pres. | F. W. Hartford P. A. Moulton | P. A. Moulton Laurence Shorey (sp) | W. R. Dearborn (bm) | | E. J. Averill |

## NEW JERSEY

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Subt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ASBURY PARK 14,981 | Press (e) 12,477 | .05 | .05 | (I-D) (AP) (137) | Asbury Park Press, Inc. J. Lyle Kinmonth, Pub. | J. Lyle Kinmonth | Thos. Tighe Ed Hill (sp) | Wayne D. McMurray Ernest Lass (cm) | H. M. Canning | |
| | Sunday edition (S) 7,219 | .05 | .... | | | | | | | |
| ATLANTIC CITY 66,198 | Press (m) 19,196 | .... | .... | (I) (AP) (E) (76) | Press-Union Pub. Co. Albert J. Feyl, Pres. | Francis E. Crossdale | Edward P. Beach Louis Greenberg (sp) James Farrell (Su) | Albert J. Feyl L. Lippincott (cm) | Robt. E. Peifer Frank Wallace (n) M. Mendelsohn (cl) | Edw. A. Ely |
| | Union (e) 14,505 | .... | .... | | | | | | | |
| | Combined daily (me) 33,701 | .14 | .09 | | | | | | | |
| | Sunday edition (S) 18,025 | .12 | .09 | | | | | | | |
| BAYONNE 88,979 | Times (e) 12,746 | .06 | .051 | (I-D) (INS) (†) (43) | Times Ptg. & Pub. Co. Sydney A. Lazarus & Herman Lazarus, Jr., Pubs. Mrs. M. M. Lazarus, Pres. | A. V. Ripp | Henry F. Auger M. L. Rosenberg (sp) | Maurice Zinader (bm) Robt. J. McIntyre (cm) | Maurice Zinader Harry L. Shaver (n) Miss Cele Lee (cl) | M. Kantrowitz |
| BRIDGETON 15,699 | News (e) 6,775 | .03 | .... | (R) (AP) (J) (108) | Evening News Co. Graham L. Schofield, Pres. | G. L. Schofield | | John Rowen (cm) | | |
| BURLINGTON 10,864 | Enterprise (e) 5,913 | .03 | .03 | (R) (J) (19) | Enterprise Pub. Co. J. R. Cheesman, Pres. | J. R. Cheesman | | W. Emory Cheesman (bm) J. H. Roberts, Jr. (cm) | Katharine H. O'Connell | F. H. Cheesman W. E. Cheesman (j) |
| CAMDEN 118,700 | Courier (e) 47,976 | .... | .... | (I) (UP, INS, US) (mer) (†) (89) | Courier Co. J. David Stern, Pub-Pres. | Harry T. Saylor Frank H. Ryan | Ralph P. Bul (ce-m) John P. Ramsay (ce-e) Thos. Ryan (sp) | Walter Tushingham (bm) David S. Loeb (asst-bm) | Frank J. Kinsella Samuel B. Hill (n) H. W. Tushingham (cl) | Elmer C. Pratt |
| | Post (m) 15,982 | .... | .... | | | | | | | |
| | Combined daily (me) 63,958 | .19 | .... | | | | | | | |
| ELIZABETH 114,589 | Journal (e) 27,705 | .10 | .... | (R) (AP, UP) (43) | Fred L. Crane | Fred L. Crane George W. Swift | E. H. Griffin John Hall (sp) | Fred L. Crane Elmer F. Stanion (bm) W. L. Good (cm) | F. E. Wallace J. M. Johnson (cl) | W. J. Burke |
| HACKENSACK 85,230 | Bergen Eve. Record (e) 16,850x | .08 | .08 | (I) (AP) (140-33) | Bergen Eve. Record Corp. John Borg, Pub-Pres. | Donald G. Borg R. H. Wynkoop | Herbert G. Holran Albert DelGreco (sp) | Russell L. Binder (bm) R. H. Losey (cm) | M. L. Zimmerman T. N. Prime (cl) | C. A. Young |
| HOBOKEN 59,261 | Jersey Observer (e) 36,518 | .12 | .12 | (I-D) (UP) (J) (56) | G. A. Seide | A. L. Fagan A. Langer | E. Goldner J. Barton (sp) | F. A. Seide (bm) H. Kelly (cm) | A. L. Kohnfelder | F. A. Kaufman Wm. McQueen (j) |
| JERSEY CITY 316,715 | Jersey Journal (e) 37,758 | .12 | .12 | (I-R) (AP, CP) (140) 33) | Evening Journal Assn. Walter M. Dear, Pub. J. A. Dear, Pres. | Joseph A. Dear Fred'k. J. Gainsway | George V. Headley Frank Dunham (sp) | Walter M. Dear R. E. Lent (bm) I. Isenberg (cm) | C. Stuhr Fred Helland (cl) | J. Horton |
| LAKELAND 7,869 | Times (e) 1,825 | .03 | .... | (R) (J) (40) | | H. Douglas Rhodes | | H. Douglas Rhodes | | |
| LONG BRANCH 18,399 | Record (e) 8,326 | .045 | .023 | (I) (AP) (J) (40) | Monmouth County Pub. Co., Inc. Richard DeWitt, Pub. | Richard DeWitt Houston Brown | Lawrence French (sp) | Bryant B. Newcomb (bm) R. M. Caldwell (cm) | Harry M. Tallmadge | R. P. Shorts R. Bacon (j) |
| MILLVILLE 14,705 | Republican (e) 4,037 | .03 | .014 | (R) (AP) (J) (69) | Republican Pub. Co. W. C. Buell, Pres. | E. M. Wescoat | E. M. Wescoat C. M. Scull (sp) | W. C. Buell B. F. Buck (bm) H. S. Tozar (asst-bm) H. C. Tomlin (cm) | H. C. Tomlin H. S. Tozar (n) | C. W. Gibbon H. S. Tozar (j) |
| MORRISTOWN 15,197 | Record (e) 6,772 | .045 | .025 | (I) (AP) (J) (137) | Norman B. Tomlinson | Norman B. Tomlinson | Wm. P. O'Neil Fred Crane (sp) | N. B. Tomlinson F. Herbert Cole (cm) | Edgar M. Weed Elizabeth Clark (cl) | W. E. Wulfers |
| NEWARK 442,337 | Sunday Call (S) 87,499 | .15 | .15 | (I) (AP) (*Su) (19) | G. Wisner Thorne | James P. Logan Wm. S. Hunt | John Beer Gus Falzer (sp) | P. H. Baldwin (bm) Louis Reshkin (cm) | P. H. Baldwin | |
| | Ledger (m) 47,221 | .... | .... | (I) (AP) (E) (28) | L. T. Russell | L. T. Russell W. J. Carver | Jerry Nusbaum Jos. Donavan (sp) M. Bredenback (Su) | Edwin F. Russell G. W. Beardsley (bm) O. O. Scatergood (cm) | G. J. Gaertner V. Gilmore (cl) | |
| | Sunday edition (S) 50,886 | .... | .... | | | | | | | |
| | News (e) 146,949 | .27 | .22 | (I) (AP, UP, CP) (†) (114) | Eve. News Pub. Co. Edward W. Scudder, Pub. | Arthur J. Sinnott Lloyd M. Felmly | John J. Farrell Hal Sharkey (sp) | Eugene W. Farrell (bm) Harry G. Kallop (cm) | Eugene W. Farrell Benj. J. Foley (cl) | |
| | Star-Eagle (e) 93,565 | .24 | .17 | (I-R) (AP, UP, INS) (†) (15) | Star Pub. Co. Paul Block, Pres-Pub. | W. E. Bowman Ross Murphy | Leon M. Siler M. Robinson (sp) | H. J. Auth Gilbert Falk (bm) J. J. Allardice (cm) | W. J. Weir M. Freeman (cl) | F. A. Conery |
| NEW BRUNSWICK 34,555 | Home News (e) 13,668 | .07 | .... | (I) (AP) (†) (none) | Home News Pub. Co. Elmer B. Boyd, Pres. | Elmer B. Boyd | John Quad James Fleming (sp) Kenneth Q. Jennings (Su) | Elmer B. Boyd Raymond C. DeHart (cm) | Harvey A. Huff Hugh N. Boyd (cl) | W. E. Rule |
| | Sunday edition (S) 11,298 | .07 | .... | | | | | | | |
| ORANGE 35,399 | Courier (e) 6,453 | .06 | .06 | (I) (UP) (†) (22) | North Jersey Pub. Co. John D. Hogue, Jr., Pub. | Ross H. Garrigus | John Hadley Stephen Dick (sp) | John D. Hogue, Jr. William Hirsh (bm) Victor Worland (cm) | J. R. Kammerman H. C. Latimer (cl) | P. H. Jaquith |
| PASSAIC 62,959 | Herald-News (e) 24,801 | .11 | .064 | (I) (AP, UP, INS) (96) | Passaic Daily News Dow H. Drukker, Jr., Pub. James H. Walden, Pres. | George M. Hartt Wm. M. McBride | Allen W. Smith Arthur G. McMahon (sp) | Edward H. Roemle Jere C. Healy (cm) | H. F. Buonocore P. M. Contant (n) L. A. Buck (cl) | Jas. C. Sigler |
| PATERSON 138,513 | Call (m) 21,770x | .07 | .057 | (R) (AP, UP) (J) (43) | Call Ptg. & Pub. Co. Robert Williams, Pres. | Ferdinand A. Friedrich | John Sweeney Wm. Harvey (sp) | Theo. W. Hendershot Eugene Modemann (cm) | Henry D. Young Chas. W. Harreys (n) | G. Schreck Wm. O'Rourke (j) |
| | News (e) 24,680x | .08 | .06 | (I) (AP, UP, INS) (140) | News Ptg. Co. Harry B. Haines, Pub-Pres. | Harry B. Haines | Abe J. Green Joe Grotter (sp) | Jules C. Levine Thos. Dunkerly (cm) | H. M. Schmidt M. G. Levine (n) | D. B. Watson |
| PERTH AMBOY 43,516 | News (e) 12,075x | .065 | .04 | (I) (AP) (†) (76) | Col. Chas. C. Kahlert | Irving J. Reimers | Elwood Johnson John MacDonald (sp) | Chas. C. Kahlert E. T. Trueman (cm) | John W. Shephard W. H. Sahloff (n) Frank McManus (cl) | |

(*Continued on page* 58)

# 4 YEARS THIS HAS BEEN GOING ON... LEADING *all the morning and evening papers in the United States publishing week-days only* . . . . . .

**12,626,043**
*agate lines*
**Total advertising volume published during 1933—**

Newark's importance as a major American market can not be disputed. When merchandise simply *had* to find consumers, advertisers *knew* where appeal would meet response. For the past four consecutive years The NEWARK EVENING NEWS has published more advertising than any other morning or evening newspaper in America publishing week-days only.

**Newark Evening News** . . . . . **215-221 Market St., Newark, New Jersey. EUGENE FARRELL, Business & Advertising Manager. O'MARA & ORMSBEE, Inc., General Representatives, New York, Chicago, Detroit, San Francisco, Los Angeles.**

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEW JERSEY (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt.. |
|---|---|---|---|---|---|---|---|---|---|---|
| PLAINFIELD..... 34,422 | Courier-News (e) **12,659** | .06 | .05 | (I) (AP) (†) (J) (92). | Courier-News Co.... Chauncey F. Stout, Pub. Frank E. Gannett, Pres. | Norman Nairn (me). | Harold E. Keenan... Gene Hampson (sp).. | Chauncey F. Stout.. Alfred Zimmerman (bm) Harold W. Blackford | A.Wallace Zimmerman Mrs. Louise Dore (cl) | Wm. Morrison |
| TRENTON..... 123.356 | State-Gazette (m) **13,721** | .... | .... | (I) (UP, AP) (E) (76) | Trenton Times Newspapers James Kerney, Pub. A. Crozier Reeves, Pres. | James Kerney..... C. H. Levy (me-m).. T. F. Waldron (me-e). | George Rosen (m)... Fred Burgner (e).... M. F. X. Donahoe (sp-m) Ed Mears (sp-e)..... Albert B. Thompson (Su) | Thomas Kerney (bm) J. E. Kerney (cm-m). A. V. Ambrose (cm-e). ..... | Thos. L. Kerney (m). J. A. Kerney (e)..... Jos. A. Kerney (n-m) T. L. Kerney (n-e) John E. Kerney (cl | D. A. Johnson (m) R. Stirling (e) |
| | Times (e) **42,994** | .... | .... | | | | | | | |
| | Combined edition (me) **56,715** | .17 | .15 | | | | | | | |
| | Sunday edition (S) **29,217** | .17 | .... | | | | | | | |
| UNION CITY..... 58,659 | Hudson Dispatch (m) **19,665** | .07 | .06 | (I-D) (AP) (†) (J) (119) | William Rubel, Pub-Pres. | Haddon Ivins..... John Mitchell..... | Frank Boyce..... Lud Shabazian (sp).. | Wm. Rubel..... Lloyd J. Whitford (bm) John W. Schuller (cm) | Walter H. Dodwell.. ..... | Fred W. Wood A. Zecker (j) |
| VINELAND..... 7,556 | Journal (e) **7,399** | .025 | .... | (I) (AP) (108)..... | Evening Journal Co.. | Edward H. Ladd.... | Gordon J. Hart..... | George C. Ladd (bm). David Shinberg (cm) | Arthur J. Scholz..... | ..... |
| | Times (e) **7,534** | .025 | .025 | (I) (143)..... | Vineland Times Pub. Co. Max Leuchter Pub. | Max Leuchter..... | William J. Mulligan.. | C. P. Leuchter (bm). L. J. Gorsuch (cm) | A. M. Bass..... | ..... |
| WOODBURY..... 8,172 | News (e) 6,021 | .035 | .025 | (I) (J) (68-106).... | Gloucester County Pub. Co. James D. Carpenter, Pub-Pres. | Edmund H. Carpenter | J. G. Sholl..... E. L. Watt (sp)..... | Carl H. Johnson (bm) A. B. Miller (cm) | O. H. Williams..... | ..... |
| | Times (e) 5,860 | .035 | .... | (I) (J) (40)..... | ..... | J. F. Wilson..... | ..... | J. F. Wilson (bm)... | ..... | ..... |

## NEW MEXICO

| City Population | Name of Newspaper Circulation | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt.. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALBUQUERQUE.. 26,470 | Journal (m) **13,834** | .06 | .07 | (I) (AP) (†) (154)... | Journal Pub. Co..... T. M. Pepperday, Pres. | H. P. Pickrell..... | C. C. Root..... Richard Ariedge (sp). | T. M. Pepperday.... M. W. Florer (cm)... | C. L. Eanes..... E. W. Patton (n) H. Atherton (cl) | Ed Sterret |
| | Sunday edition (S) **14,504** | .06 | .07 | | | | | | | |
| | Tribune (e) **13,008** | .07 | .075 | (I) (UP, AP) (†)(131) | Albuquerque Pub. Co. T. M. Pepperday, Pres. | E. H. Shaffer..... Dan Burrows..... | Dan Burrows..... ..... | T. M. Pepperday.... M. W. Florer (cm)... | C. L. Eanes..... E. W. Patton (n) H. Atherton (cl) | H. Reed |
| | Combined daily (me) **26,842** | .09 | .09 | | | | | | | |
| CARLSBAD..... | Current-Argus (e) 1,870 | .03 | .023 | (D) (AP) (†) (J) (none) | F. B. Ridgon..... | E. S. Kerrigan..... | Erwin Lewis..... | F. B. Ridgon..... Frank Greenwald(cm) | W. B. McCollum.... ..... | Ernie Miener W. T. Reed (j) |
| | Sunday edition (S) 2,000 | .03 | .023 | | | | | | | |
| | Sun (m) (New Daily) | .03 | .02 | (I-D) (70)..... | Darrell Swayze & Robt. W. Smith, Pubs. | Darrell Swayze..... | D. Swayze..... W. C. Martin..... | Robert W. Smith.... Geo. Volz..... | Robt. W. Smith..... Geo. Volz..... | Duane E Foster |
| CLOVIS..... 8,027 | News-Journal (e) 4,182 | .035 | .035 | (D) (AP) (†) (142). | New Mexico Pub. Co. E. L. Manson, Pres. | Jack Hull..... | Vance Johnson (sp).. | Edward L. Manson.. Warren G. Davis (cm) | Chas. C. Alsup..... | F. B. Smart |
| GALLUP..... 5,992 | Independent (e) 3,784 | .05 | .03 | (I) (UP) (†) (J) (22) | Independent Ptg. Co., Inc., F. A. Heath, Pres. | Vincent J. Jaeger.... | A. V. Gulette..... W. M. Harrison (sp). | V. J. Jaeger..... Irene Gribbin (cm)... | V. J. Jaeger..... I. M. Gribbin (cl) | C. M. Carter |
| LAS VEGAS..... 4,719 | Optic (e) 3,152 | .03 | .... | (R) (AP) (J) (none) | Optic Pub. Co..... | H. W. Kane..... | ..... | C. H. Kohl (bm)..... C. I. Deutschman (cm) | C. H. Kohl..... | J. P. Franckey |
| RATON..... 6,096 | Range (e) 2,210 | .03 | .021 | (I) (AP) (J) (142)... | Karl E. Kilby..... | Karl E. Kilby..... | Lola D. Zook..... | Karl E. Kilby..... Lola D. Zook (cm) | Maurice M. Zook.... | L. V. Africa |
| ROSWELL..... 11,173 | Dispatch (m) 3,067 | .03 | .025 | (I-D) (AP) (†) (J) (142) | Hill Pub. Co., Inc.... Geo. H. Hill, Pres. | Geo. H. Hill..... | Al West..... | Geo. H. Hill..... T. R. Bowles (cm)... | Harry Jaffa..... T. R. Bowles (cl).... | C. M. Taylor A. E. Elmore (j) |
| | Sunday edition (S) 3,067 | .03 | .025 | | | | | | | |
| | Record (e) 3,072 | .03 | .025 | (I) (AP) (70)..... | Record Pub. Co..... T. B. Shearman, Pres. | C. E. Mason..... | E. L. Scarritt..... | C. E. Mason..... E. J. Kurre (bm) | Don Wilkins..... | Robert Bear |
| SANTA FE..... | New Mexican (e) 2,712 | .025 | .025 | (I) (AP) (J) (137).. | New Mexican Pub. Co. Bronson Cutting, Pres. | Withers Woolford... E. Dana Johnson.... | Brian Boru Dunne... ..... | J. C. McConvery.... Merrill Stacey (cm).. | Glenn M. Brill..... ..... | Frank Lakin C. E. Chatam (j) |
| TUCUMCARI..... 4,250 | News (e) 2,805 | .025 | .025 | (D) (J) (142)..... | Paul Dodge..... | Paul Dodge..... | ..... | Wm. Hickerson (cm). | Paul Dodge..... | E. C. Muckelroy |

## NEW YORK

| City Population | Name of Newspaper Circulation | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt.. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALBANY..... 127,412 140,157 (ABC City) | Knickerbocker Press (m) **28,931** | .12 | .08 | (I-R) (AP, UP) (‡*S) (†) (E) (92) | Press Co Inc..... Frank E. Gannett Pres. | Allen Eddy..... | Jerome Walker..... Chas Young (sp).. Cameron Hyde (Su) | Arthur D. Hecox.... J. W. O'Connor (cm) | John J. Connors..... Evan Mitchell (cl) | E. D. Jagerski |
| | Sunday edition (S) **40,350** | .17 | .10 | | | | | | | |
| | News (e) **40,612** | .13 | .09 | (I-R) (AP, UP) (†) (E) (92) | Press Co. Inc..... F. E. Gannett Pres. | Allen Eddy..... Cameron Hyde..... | Austin Scannell..... Chas. Young (sp).... | Arthur D. Hecox.... J. W. O'Connor (cm) | John J. Connors..... Evan Mitchell (cl) | E. D. Jagerski |
| | Combined daily (me) **69,543** | .20 | .... | | | | | | | |
| | Times-Union (e) **38,085** | .13 | .095 | (I) (INS, US, AP)(†) (E) (16) | Evening Union Co... John R. Hearst, Pres. H. H. Fris, V-P & Pub. | Geo. O. Williams (me) | M. G. Taylor..... Jos. Mahar (sp)..... Jas. Healey (Su)..... | E. M. Sturges (act. bm) M. D. Bohen (cm)... ..... | Julien J. Schwarz.... Jas. A. King (n) E. Perren Hayes (cl) | James M. Moore |
| | Sunday edition (S) **49,227** | .13 | .095 | | | | | | | |
| AMSTERDAM.... 34,837 | Recorder (e) **8,468** | .05 | .05 | (R) AP) (J) (none). | Wm. J. Kline & Son, Inc. Gardiner Kline, Pres. | Earl O. Stowitts (me) | Wm. B. Maroney.... R. S. Chambers (sp).. | Gardiner Kline..... Wm. B. LeFavour(bm) J. A. Blanchfield (cm) | Wm. H. Kuhn..... A. W. Savage (n).... Milo Dressler (cl) | G. H Paige E D. Trull (j) |
| AUBURN..... 36,652 | Citizen-Advertiser (e) 8,158 | .055 | .047 | (I) (AP, UP) (J) (69) | Auburn Pub. Co..... Chas. D. Osborne, Pres. | Wm. O. Dapping (me) | Victor J. Callanan... | Chas. D. Osborne.... Wm. O. Dapping (bm) | Alfred G. Patrick.... ..... | Fred W. Cook E. H. Lakey (j) |
| BALLSTON SPA.. 4,591 | Journal (e) 1,275 | .03 | .021 | (R) (INS) (J) (69).. | C. H. Grose & Son... | Arthur Mathers..... | ..... | C. H. Grose, Jr..... | ..... | C. H. Grose, Sr. |
| BATAVIA..... 17,448 | News (e) **8,551** | .04 | .... | (I-R) (AP) (none).. | Griswold & McWain, Inc. A. J. McWain, Pres. Gerrit S. Griswold, Pub. | Andrew J. McWain.. | ..... | M. R. Miller..... | M. R. Miller..... | H. A. Clark |
| BEACON..... 11,933 | News (e) **2,979** | .... | .... | (I) (UP) (†) (J) (92). | News P. & P. Co..... F. E. Gannett, Pres. F. H. Keefe, Pub. | C. D. Myers..... | Seymour S. Cohen... Wesley S. Maginn (sp) | F. H. Keefe..... P. J. McLaughlin (cm) | Harry Cohen..... Irving S. Knox (cl) | John D. McIntosh |
| (Sold in combination with Newburgh News, which see) | | | | | | | | | | |
| BINGHAMTON... 76,662 92,132 (ABC City) | Press (e) **36,091** | .12 | .... | (I-R) (AP, UP) (†) (E) (20) | Press Co..... Willis Sharpe Kilmer, Pres. | Tom R. Hutton..... | C. Pierce Weller..... Al Lamb (sp)..... | Ralph E. Bennett.... A. W. Cockerill (cm). | James J. Burnett.... Merle C. Ostrom (n) H. C. Theobold (cl) | Walter Kettle |
| | Sun (m) **22,256** | .075 | .045 | (R) (AP) (69)..... | Morning Sun, Inc... Wm. H. Hill, Pres. | Walter J. Lyon..... | Samuel W. Nash.... Robt. Chapman (sp). | Wm. H. Hill..... Theodore Lux (cm) | Chas. S. Walsh..... | Melvin Marker |

BROOKLYN
This is a Borough of New York City. Brooklyn newspaper listing is under that heading.

(*Continued on page 60*)

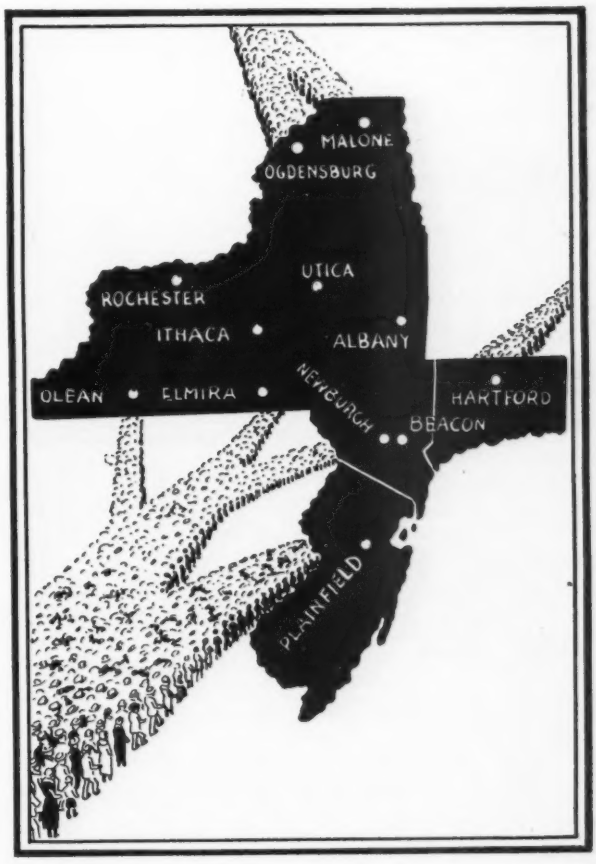
# The GANNETT NEWSPAPERS
# National Advertising Linage Leads in These 12 Great Markets

## GANNETT NEWSPAPERS

are individual cross-sections of each of the 12 great markets they represent. The editorial, news and merchandising policy of every Gannett Newspaper is expressly created to fit the life, needs and aspirations of its home territory. The success of this policy largely explains why ALL Gannett Newspapers lead their home fields year after year in circulation, local and national linage.

The 12 Gannett Markets form a combined merchandising prize of more than $600,000,000 spent annually in retail sales through 17,700 outlets—purveying to five and one-third million people. Year-after-year results prove to National Advertisers the complete coverage of this sales field, by the 14 Gannett Newspapers.

This trading area also is outstanding in "real recovery" under the New Deal. It is uniformly "all set" for economic "full speed ahead" through 1934. Settle the question of its future linage NOW—by hooking up these 12 prosperous markets. "Gannett Linage" in Gannett Newspapers dominating these Gannett Markets—is a combination making for consistent profit in 1934.




# The GANNETT NEWSPAPERS

Albany Evening News :: Albany Knickerbocker Press :: Oleans Times-Herald :: Elmira Star-Gazette & Advertiser
Elmira Sunday Telegram :: Ithaca Journal-News :: Malone Telegram :: Ogdensburg Republican Journal
Rochester Democrat & Chronicle :: Plainfield Courier-News :: Rochester Times-Union
Utica Observer-Dispatch :: Hartford, Conn., Times

***Represented by J. P. McKINNEY & SON—New York—Chicago—San Francisco***

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

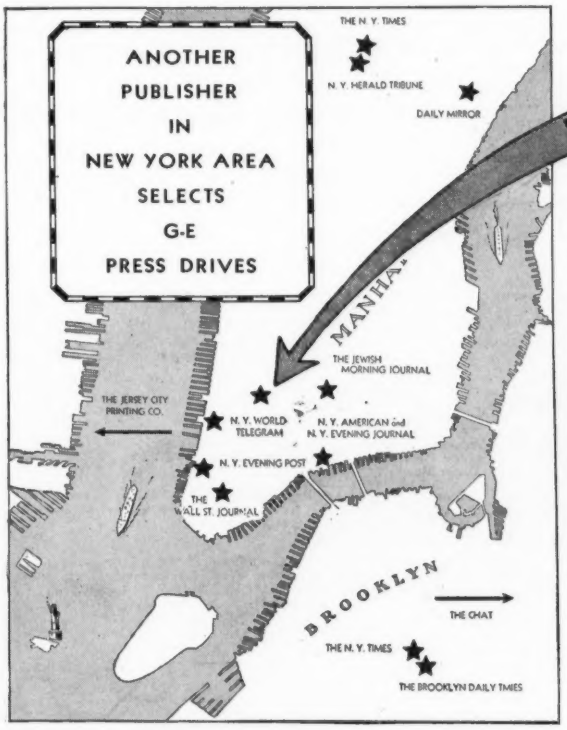
## NEW YORK (Continued)

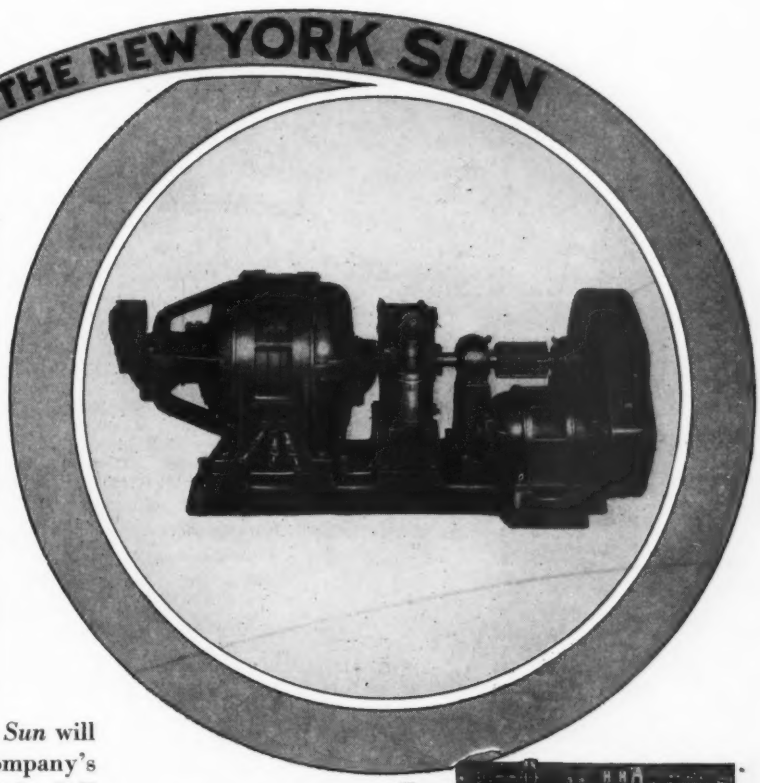
| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BUFFALO<br>573,076 | Courier-Express<br>(m) **117,776**<br>Sunday edition<br>(S) **148,664** | .25<br>.30 | .22<br>.30 | (I) (AP, CT) (†S) (84) | Courier-Express, Inc.<br>Wm. J. Conners, Jr., Pres. & Pub. | Burrows Matthews<br>Fred L. McLennan | Chas. McChesney<br>Wm. J. Kelly (sp)<br>W. E. J. Martin (Su) | W. S. Bennett<br>E. C. Murphy (bm)<br>Frank J. Clancy (cm) | Wm. E. O'Brien<br>Russell Harris (n)<br>P. J. Crawford (cl) | |
| | News<br>(e) **179,470** | .35 | .... | (R) (AP, UP, CP, NANA) (mer) (†) (E) (76) | Edward H. Butler | Edward H. Butler<br>Alfred H. Kirchhofer | Edward P. Hartnett<br>R. C. Stedler (sp) | C. G. Underhill (bm)<br>Geo. Therrien (cm) | E. D. Anderson<br>John S. Fowler (cl) | J. W. Rosenbach |
| | Times<br>(e) **70,062**<br>Sunday edition<br>(S) **99,149** | .20<br>.24 | .16<br>.16 | (I) (UP, AP, INS) (‡S) (J) (E) (131) | Buffalo Times, Inc.<br>S. S. Wallace, Jr., Pres. | Geo. H. Lyon<br>Miles D. Stettenbenz | John Lewis<br>Wm. A. Abbott<br>S. W. Hippler (Su) | Arthur G. Herr<br>S. S. Wallace, Jr. (bm)<br>James Sweeney (cm) | Paul E. Schramm<br>John A. Bacon (n)<br>Eber H. Johnson (cl) | Daniel Sullivan<br>Wm. Hoerbelt (j) |
| CANANDAIGUA<br>7,541 | Messenger<br>(e) 4,343 | .035 | .... | (I) (AP) (†) (119) | Canandaigua Messenger, Inc.<br>B. F. Howells & L. J. McCarthy, Pubs.<br>B. F. Howells, Pres. | Leon J. McCarthy | Gilbert Brewer<br>Bob McKay (sp) | B. F. Howells<br>O. L. Fletcher (cm) | B. F. Howells<br>G. F. Crofoot (n) | H. E. Megaffee |
| CATSKILL<br>5,082 | Mail.<br>(e) 3,320 | .03 | .025 | (D) (UP) (J) (69) | M. Edward Silberstein | M. E. Silberstein<br>Frank S. Palmer | Donald Craigie | M. E. Silberstein<br>W. P. Fisher (cm) | M. E. Silberstein<br>Elizabeth Morrison (cl) | Wm. J. Gallt<br>Frank Gallt (j) |
| COHOES<br>22,226 | American<br>(e) 6,456 | .045 | .... | (I) (INS) (J) (119) | Cohoes American, Inc.<br>F. L. Wiswall, Pres. | Thos. B. Kiley | Wm. R. Higgins<br>John Dillon (sp) | Ambrose A. Scully<br>John A. Rents | John P. Manogue<br>E. E. Stringer (n)<br>J. F. Lynet (cl) | H. H. Bessette |
| COOPERSTOWN<br>2,909 | Glimmerglass<br>(e) ..... | .021 | .... | (R) (none) | R. D. Spraker | W. R. Littell | | F. C. Carpenter | | C. H. Johnson |
| CORNING<br>15,777 | Leader<br>(e) **8,157** | .05 | .029 | (I) (AP) (119) | W. A. & E. S. Underhill | W. A. Underhill<br>L. D. Kimble | R. deB. Wickersham<br>John Tunney (sp) | W. A. Underhill | J. R. Osborne | Leon Taylor |
| CORTLAND<br>15,043 | Standard<br>(e) 5,309 | .04 | .... | (R) (AP) (J) (19) | Standard Ptg. Co., Inc.<br>E. H. Clark, Pres. | Fred H. Crook | Fred H. Crook | Edward H. Clark<br>Leon P. Randall (bm) | E. H. Stanley<br>E. H. Clark (n) | |
| DANSVILLE<br>4,928 | Breeze<br>(e) 1,765 | .03 | .02 | (I) (J) (79) | B. H. & W. C. Knapp | B. H. Knapp | F. J. O'Hara | B. H. Knapp<br>W. C. Knapp (bm) | W. C. Knapp<br>H. L. Stener (cl) | C. E. Knapp |
| DUNKIRK<br>17,802 | Observer<br>(e) 4,242 | .035 | .... | (R) (UP) (J) (37) | Dunkirk Ptg. Co.<br>H. K. Williams, Pres. | G. B. Williams<br>W. A. Brennan | Don Burgess<br>MacLeod Williams (sp) | H. K. Williams<br>H. K. Williams, Jr. (bm)<br>Arthur Fulston (cm) | Thos. D. Woods<br>E. King (cl) | Henry Lindquist<br>A. B. Husband (j) |
| ELMIRA<br>47,397 | Advertiser<br>(m) **6,546**<br>Star-Gazette<br>(e) **23,685**<br>Combined daily<br>(me) **30,231**<br>Sunday edition<br>(S) 17,027 | .... .... .11 .08 | .... .... .... .... | (I) (AP) (†) (E) (92) | Elmira Star-Gazette, Inc.<br>F. E. Gannett, Pres.<br>Frank E. Tripp, | Frank E. Gannett<br>Geo. S. Crandall (me-e)<br>Roy D. Waid (me-m)<br>Donald Seeley (me-Su) | John P. Hanrahan (e)<br>R. D. Waid (m)<br>W. R. Baldridge (sp-e)<br>G. O. Sherwood (sp-m) | John T. Calkins<br>Robt. Dunbar (cm-me)<br>Harry Baltz (cm-Su) | Geo. G. Sonsine<br>Julian L. Penney (n)<br>Kenneth Law (cl) | Frank J. Genger |
| FLUSHING<br>This is a community in Queens Borough, a part of New York City. Newspapers are listed under that heading. | | | | | | | | | | |
| FREEPORT-HEMPSTEAD<br>106,548 (ABC City) | Nassau Review<br>(e) 18,120 | .... | .... | (R) (AP) (†) (J) (E) (119) | Daily Review Corp.<br>J. E. Stiles, Pres. & Pub. | James E. Stiles<br>John M. Greene | John M. Greene<br>Robt. H. Stirratt (sp) | James E. Stiles<br>Theodore C. Edson (cm) | Wm. C. Fowley<br>Harry S. Smith (cl) | Geo. M. Moyer<br>W. R. Raynor (j) |
| LYNBROOK<br>106,548 | Nassau Star<br>(e) 7,706<br>Combined daily<br>(e) 25,826 | .... .13 | .... .... | (R) (UP) (†) (J) (119) | Daily Star Corp.<br>J. E. Stiles, Pres. & Pub. | Arthur L. Hodges | Arthur R. Eggleston<br>Edward Binneweg (sp) | James E. Stiles<br>Harry F. Smith (cm) | Wm. C. Fowley<br>Harry S. Smith (cl) | Geo. M. Moyer<br>Frank Roberts (j) |
| GENEVA<br>16,200 | Times<br>(e) **5,374** | .04 | .027 | (I-R) (AP) (105-75) | Geneva Ptg. Co.<br>W. A. Gracey, Pres.<br>G. B. Williams, Pub. | W. A. Gracey | E. T. Emmons<br>Laverne English (sp) | G. B. Williams (bm)<br>Jas. Christensen (cm) | Chas. Abbey | |
| GLENS FALLS<br>18,531<br>21,220 (ABC City) | Post-Star<br>(m) **9,026**<br>Times<br>(e) **6,381**<br>Combined daily<br>(me) **15,407** | .... .... .07 | .... .... .06 | (I-R) (†) (J) (76)<br>(I-D) (†) (J) (76) | Glens Falls Post. Co.<br>J. Edward Singleton, Pres. | Ralph Knight (m)<br>Claude Fox (e) | Edward Sherman (m)<br>Donald Cunnion (sp-m)<br>Harry Wallace (sp-e) | Arthur P. Irving<br>Roland Newton (bm)<br>H. H. Strong (cm) | Harris Lindsay<br>Roland Newton (n)<br>Ed. Frink (cl) | A. Hamel<br>J. B. Wohlfarth (j) |
| GLOVERSVILLE & JOHNSTOWN<br>33,900 | Herald<br>(m) **4,573**<br>Leader-Republican<br>(e) **8,472**<br>Combined daily<br>(me) **13,045** | .... .... .07 | .... .... .056 | (R) (AP) (none) | Wm. B. Collins Co.<br>Mrs. Julia C. Ormiston, Pres. | John R. P. Brady (m)<br>Fred B. Carl (e)<br>Frank L. Rogers (me) | E. B. Cullings (m)<br>W. F. Hine (e) | Frank L. Rogers<br>Edward H. Mills (bm)<br>W. H. Minnock (cm) | Jack R. Paul<br>Mrs. Roscoe Fox (cl) | Fred Oaksford<br>C. J. Wilmont, Sr. (j) |
| HERKIMER<br>10,446 | Telegram<br>(e) 4,588 | .035 | .... | (I) (UP) (J) (96) | Telegram Pub. Co.<br>W. P. Small, Pub. | W. P. Small | L. E. Burdick | W. P. Small<br>Leon Brandes (cm) | Emil Freniere<br>M. Larsen (n)<br>Chas. Faye (cl) | Thos. Partlon<br>R. Schindler (j) |
| HORNELL<br>16,250 | Tribune-Times<br>(e) **7,058** | .045 | .... | (I) (AP) (J) (96) | W. H. Greenhow Co.<br>Mrs. O. G. Buisch, Pres. | S. Mavel Wombough | W. H. Fleming | Mrs. Olive G. Buisch<br>R. J. Crane (cm) | M. M. Emo<br>Esther A. Glynn (cl) | A. H. Howard<br>R. O. Wilson (j) |
| HUDSON<br>12,337 | Register<br>(e) **2,978x**<br>Star<br>(m) **3,241x** | .03<br>.03 | ....<br>.025 | (D) (AP) (J) (119)<br>(R) (UP) (J) (69) | Record P. & P. Co.<br>Republican Corp.<br>E. C. Van Loan, Pres. | F. J. Cook<br>R. D. Kennedy<br>Henry M. James<br>Frank L. Kent | <br>Roland B. Miller | W. S. Decker (bm)<br>Emory C. Van Loan | <br>Geo. C. Marcley | <br>E. R. Aldbeck (j) |
| ITHACA<br>20,708 | Journal<br>(e) **7,901** | .05 | .021 | (I) (AP) (92) | Journal-News, Inc.<br>F. E. Gannett, Pres. | Harry G. Stutz | Wm. J. Waters | H. G. Stutz<br>Lavern V. Lewis (cm) | Louis S. Pickering<br>Nettie Moeher (cl) | M. J. Watkins |
| JAMAICA<br>This is a community of Queens Borough, a part of New York City. | | | | | | | | | | |
| JAMESTOWN<br>45,155 | Journal<br>(e) **9,782** | .035 | .03 | (R) (AP) (96) | Journal Ptg. Co.<br>Fred P. Hall, Pres. | Fred P. Hall<br>John A. Hall | E. B. Briggs<br>Geo. Dodds (sp) | Henri M. Hall (bm)<br>E. D. Eckman (cm) | Levant M. Hall<br>H. M. Hall (n)<br>J. S. Metcalfe (cl) | |
| | Post<br>(e) **12,462** | .04 | .03 | (R) (AP) (†) (119) | Post Pub. Co., Inc.<br>R. C. Sheldon, Pres. | J. Harold Swanson | R. C. Pryde<br>Waite Forsyth (sp) | Robert K. Beach<br>J. R. Nelson (bm)<br>K. S. Rowley (cm) | O. W. Bunting<br>J. R. Nelson (n)<br>L. E. Fox (cl) | |
| KINGSTON<br>28,088 | Freeman<br>(e) **8,801** | .05 | .025 | (R) (AP) (J) (69) | Freeman Pub. Co.<br>Jay E. Klock, Pres. | Jay E. Klock<br>A. W. Hoffman | | Harry duBois Frey (bm) | | Peter J. Spotz (j) |
| | Leader<br>(m) 4,117 | .035 | .035 | (D) (UP) (J) (40) | Leader Co., Inc.<br>M. L. Comerford, Pres. | Nathan Markson | Floyd Edinger<br>Chas. Tiano (sp) | Ira V. D. Warren<br>G. B. Bruck (cm) | Chas. Lamphere<br>Ira V. D. Warren (n)<br>Chas. Douglass (cl) | George Zelie<br>Kenneth Hyatt |
| LITTLE FALLS<br>11,105 | Times<br>(e) 4,552 | .03 | .025 | (I) (AP) (37) | Crowley Pub. Co.<br>John Crowley, Pres. | John Crowley | John McGuire, Jr. | John Crowley<br>K. F. Croewley (bm)<br>J. S. Hughes (cm) | John S. Hughes | C. F. Crowley |
| LOCKPORT<br>23,160 | Union-Sun & Journal<br>(e) **7,578** | .05 | .053 | (I) (AP) (68) | Union-Sun & Journal, Inc.<br>E. D. Corson, Pres. | T. E. Brundage (me) | | S. E. Wendel (bm) | R. J. Sharkey<br>S. E. Wendel (n) | A. J. Clark |
| LONG ISLAND CITY<br>This is a community of Queens Borough, a part of New York City. | | | | | | | | | | |
| MALONE<br>8,657 | Telegram<br>(e) **4,429** | .045 | .036 | (R) (AP) (92) | Malone Telegram, Inc<br>F. E. Gannett, Pres | D. N. Callander | D. N. Callander<br>S. B. Ferris (sp) | Leon L. Turner | Leon L. Turner | |

(*Continued on page 62*)

# Now The Sun

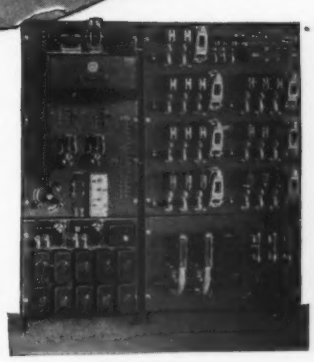
## will equip its new high-speed presses with General Electric A-c. Double-Motor Drives




DURING the spring and summer of 1934, *The Sun* will install six octuple presses of R. Hoe & Company's latest Super-Production type, all equipped with G-E 200-hp., a-c. drives. The new equipment will displace eight of the oldest of *The Sun*'s 15 presses, and will have a combined capacity of 300,000 32-page papers an hour.

*The Sun,* in making this improvement to its plant, has selected the a-c. double-motor drive — a system pioneered by General Electric and now used by an impressive group of the foremost metropolitan newspapers. This system provides high over-all economy for high operating speeds. It is practical for any capacity, large or small. It is a good investment.



*Utilization of a-c. power without requiring conversion equipment; time-interval-start safety signal system; positive, smooth-acting Thrustor brakes; parallel operation without mechanical interlocks or shafting between controllers — these are but a few of the advantages which G-E press-drive equipments, similar to those illustrated, will bring to THE SUN'S pressroom*

NRA WE DO OUR PART

In more than 800 well-known newspaper plants, of every size, throughout the country, you'll find a predominance of G-E motors and control — a predominance achieved largely by General Electric's ability to supply complete drives . . . a-c., d-c., adjustable-voltage, unit-motor . . . for every requirement of the modern pressroom. For complete information, address the printing-equipment specialist at the G-E office nearest you; or write General Electric, Dept. 6A-201, Schenectady, N. Y.

020-3

# GENERAL ELECTRIC

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEW YORK (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MAMARONECK.. 11,706 | Times (e) **2,942** | .05 | .025 | (I) (AP, UP, WCN) (MER) (76) | Mamaroneck-Larchmont Pub.Co.,Inc. Geo. P. Forbes, Pres. | Wm. R. Miley..... | Lewis Bleiweis (sp).. | W. L. Fanning..... Stephen Ford (cm)... | Stanley G. LeHigh... A. H. Francis (n) | J. H. Proctor |
| MEDINA..... 6,011 | Journal (e) 2,020 | .03 | .03 | (R) (J) (28)..... | Journal Pub. Co..... Alonzo L. Waters, Pres. | W. John Hinchey.... | Reed Dunham (sp).. | A. L. Waters..... Virginia Rich (cm) | Roland Fisher..... | Edward Bidell |
| MIDDLETOWN... 21,276 | Times-Herald (e) **8,093** | .05 | .05 | (I) (UP) (J) (E) (119) | Orange Co. Independent Corp. E. Rolland Harriman, Pres. Chas E. Koons, Pub. | Geo. L. Seese..... | Geo. L. Seese..... C. B. Seagears (sp)... | Chas E. Koons..... John J. Decent (bm). C. C. Dunlap (cm) | John J. Decent..... | ..... |
| MOUNT VERNON..... 61,499 | Argus (e) **11,128** | .06 | .... | (I-R)(AP,UP,WCN) (MER) (†) (76).. | Westchester Newspapers, Inc. J. Noel Macy, Pres..... | Frank E. Kenny.... | Ettore Fraioli..... J. Hartigan (sp)..... ..... | C. Glen Winger..... W. J. Fanning (bm). K. M. Hendee (cm) | L. G. Speidell..... A. H. Francis (n) | J. Van Orden |
| NEWBURGH..... 31,275 43,208 (ABC City) | News (e) **11,777** Beacon News (e) **2,979** Combined daily (me) **14,756** | .... .... .09 | .... .... .... | (I) (UP) (J) (92)... | News P. & P. Co.... F. E. Gannett, Pres. F. H. Keefe, Pub. | C. D. Myers..... | Seymour S. Cohen... Wesley S. Maginn (sp) | F. H. Keefe..... P. J. McLaughlin (cm) | Harry Cohen..... Irving S. Knox (cl).. | J. D. McIntosh J.H.McCausland(j) |
| NEW ROCHELLE. 54,000 | Standard-Star (e) **9,735** | .05 | .... | (I-R)(AP,UP,WCN) (MER) (†) (76) | J. Noel Macy..... Pres. & Pub. | E. Miller..... | T. Hoctor..... | Chas. H. Griffen..... Harold Paulsen (cm). | Chas. H. Griffen..... A. H. Francis (n) | E. A. Brophy |

### BRONX BOROUGH, 1,800,000 (City Carrier Limits)

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| NEW YORK CITY 6,930,406 | Home News (e) **102,924** Sunday edition (S) **104,165** | .30 .30 | .16 .16 | (I) (UP) (J) (E) (none) | Home News Pub. Co. J. P. Fitzmaurice, Pres. James O'Flaherty, Pub. | Harry Goodwin..... Harry Parsons..... | Gregory Coleman.... Henry Singer (sp)... Wm. Germain (Su) | James O'Flaherty.... J. P. Fitzmaurice(cm) | W. D. North..... F. A. Dreiss (cl)..... | J. P. Fitzmaurice Arthur Sullivan (j) |

### BROOKLYN BOROUGH, 2,560,401

| Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|
| Citizen (e) 36,282 | .10 | .10 | (D) (UP) (79)..... | David J. McLean.... | Solon Barbanell..... James J. Dempsey... | Arthur J. Busch..... Wm. J. Granger (sp). Harry E. Tower (Su) | Edward F. Seixas.... Michael C. Liana (cm) | Wm. Horner..... Miss J. Hawthorne (cl) | Chas. Marquardt |
| Eagle (e) **91,833** Sunday edition (S) **90,574** | .27 .27 | .15 .15 | (I) (AP) (†) (J) (E) (38) | M. P. Goodfellow.... | Cleveland Rodgers... Harris M. Crist..... | Edwin B. Wilson.... Paul Warburg (sp)... | Chas. A. Reynolds (bm)..... Martin H. Weyrauch (cm) | Frank Reis (n)..... Thos. Mulhern (cl).. | Jas. D. Garvey S. Lambert (j) |
| Times-Union (e) **100,549** Sunday edition (S) **82,037** | .28 .28 | .... .... | (I-R) (UP) (E) (84). | Bklyn Daily Times, Inc. F. C. Peck, Pres. | Richardson Webster. Willard W. Williams. | I. George Quint..... Leonard Wooster (sp) John Maguire (Su) | Geo. R. Rothwell (bm) Edward S. Dobson (cm) | Frank Byrne..... Frank McCabe (cl) | ..... |

### MANHATTAN BOROUGH, 1,867,312

| Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|
| American (m) **337,238** Sunday edition (S) **1,013,219** | .65 1.50 | .... .... | (I) (INS, US, AP) (E) (15) | New York American, Inc. W. R. Hearst, Jr., Pres. Eugene Forker, Pub. | E. D. Coblentz..... Jerome K. Karpf.... | William Ryan..... Ed Frayne (sp)..... T. V. Ranck (Su).... | Malcom S. Lunn (gm) J. A. Grant (bm).... Malcom S. Lunn (cm). | Harold A. Stretch... J. A. Finneran (cl) W. E. Kernahan (cl-dis.) | ..... |
| Bond Buyer (m) ..... | .09 | .... | (none)..... | Chas. Otis, Pres..... | Sanders Shanks, Jr... | ..... | Chas. Otis (bm)..... H. W. Naylor (cm) | W. T. Hall, Jr..... | G. Lee |
| Herald Tribune (m) **317,697** Sunday edition (S) **426,432** | .72 .76 | .72 .76 | (I-R) (AP, UP, SN) (*S) (155-141) | New York Tribune, Inc. Ogden Reid, Pres. | Ogden Reid..... Grafton S. Wilcox... | Stanley Walker..... G. H. Daley (sp).... Geo. Cornish (Su) | Howard Davis (bm). K. R. Winslow (cm).. | Geo. J. Auer..... Louis L. Heaton (cl) | A. H. Burns |
| Investment News (m) **11,001** | .40 | .40 | (134)..... | Financial Guide, Inc. C. A. Hebb, Pres. & Pub. | Clarence A. Hebb... | A. Fred Warner..... | Nelson Mills (bm)... R. R. Haslett (cm)... | W. F. Hart..... Jas. F. Stack (n) | ..... |
| Jewish Bulletin (m) ..... Sunday edition (S) ..... | .14 .14 | .... .... | (I) (JTA) (none)... | Jewish Bulletin, Inc.. Jacob Landau, Pres. | Harry Salpeter..... Jacob Landau | V. M. Bienstock..... | Ralph Krellman (cm) | Irwin Zlowe..... | ..... |
| Journal (e) **600,539** | 1.25 | .... | (I) (INS, US) (†) (16) | N. Y. Evg. Journal, Inc. Lee E. Olwell, Pub. | William A. Curley... | Amster Spiro..... W. S. Farnsworth (sp) | J. A. Grant (bm).... M. S. Lunn (cm) | W. E. Robinson..... | ..... |
| Journal of Commerce (m) 19,528 | .28 | .28 | (I) (none)..... | Journal of Commerce Corp. B. H. Ridder, Pres. A. R. Sharton, Pub. | Jules I. Bogen..... | A. Krahmer..... | Alex R. Sharton..... K. F. Kirchhofer (cm). | Fred C. McAllister.. Louis Musto (cl) | A. M. Watson |
| Mirror (m) **536,799** Sunday edition (S) **752,973** | .80 .80 | .35 .35 | (I) (INS, US, UP, SN) (*S) (E) (14-141A) | Daily Mirror, Inc.... A. J. Kobler, Pres. & Pub. | Emile Gauvreau..... | Geo. Clarke..... Dan Parker (sp)..... Kenneth McCaleb (Su) | J. F. Cullen (bm).... Peter A. Bloom (cm). ..... | Hugo Sonnenschein.. Harry Singer (n) Ted Friend (cl) | David Almond |
| News (m) **1,428,908** Sunday edition (S) **1,828,543** | 1.52 1.67 | .80 .80 | (I) (AP, UP, CT) (*S) (†) (J) (E) (103-50) | News Syndicate Co., Inc. J. M. Patterson, Pres. | Frank J. Hause (me). | ..... | R. C. Holliss..... J. W. Barnhart (bm). Max Annenberg (cir dir.) | R. T. Wilken..... H. B. Sherwood (n).. | E. J. Duffy Norbert Berger (j) |
| Post (e) **85,796** | .35 | .... | (I) (AP, SN) (89-33) | N. Y. Evg. Post, Inc. J. David Stern, Pres. | J. David Stern..... Harry B. Nason, Jr.. | Walter Lister..... Clair Hare (sp)..... | C. C. Lane (bm).... Abram Newman (cm) | Walter A. Young.... | Wm. Kistler |
| Sun (e) **291,010** | .57 | .30 | (I) (AP, UP, SN) (E) (29-82) | Sun P. & P. Assn.... Wm. T. Dewart, Pres. & Pub. | Frank M. O'Brien... Keats Speed..... | Edmond Bartnett... Joe Vila (sp)..... | Edwin S. Friendly (bm) J. E. Hasenack (cm).. | Herbert B. Fairchild. Edwin A. Sutphin (n) Harold L. Goldman (cl) | John E. Martin |
| Times (m) **456,966** Sunday edition (S) **707,596** | .79 1.056 | .... .... | (I-D) (AP, NANA) (*S) (E) (56-115-12) | N. Y. Times Co..... Adolph S. Ochs, Pres. & Pub. | Rollo Ogden..... Edwin L. James..... | David H. Joseph.... Bernard Thomson (sp) Lester Markel (Su) | Louis Wiley (bm).... Waldo Walker (cm). ..... | Don Bridge (Adv. Dir) B. T. Butterworth (adv. mgr) Theodore T. Palmer (n) C. M. Carroll (cl) | Chas. F. Hart |
| Wall St. Journal (me) 27,410 | .38 | .18 | (I) (UP) (147A).... | Dow Jones & Co., Inc.. K. C. Hogate, Pres. J. C. Hoskins, Sec-Tr. | C. E. Kissane (me).. | E. W. Costenbader.. | Kenneth C. Hogate.. W. T. Devlin (bm).. E. M. Stein (cm).... | W. T. Devlin..... E. I. Day (n) K. C. Browne (cl) | J. J. Ackell |
| World-Telegram (e) **395,689** | .70 | .35 | (I) (UP, AP) (†) (E) (131) | N. Y. World-Telegram Corp. Roy W. Howard, Pres. Ray A. Huber, Pub. | Roy W. Howard.... Lee B. Wood, Exec. Ed. | B. O. McAnney..... Joseph Val (sp)..... | W. W. Hawkins..... N. S. Macneish (asst. pub.) T. J. Dowling, Circ. Dir. A. B. McLean, Circ. Mgr. | H. J. Fletcher, Adv. Dir. F. R. Williamson (local Vernon Brooks (n) H. G. Barringer (cl | ..... |

(*Continued on page 64*)

# EDITORS ENTHUSIASTIC OVER NEW DAILY MAT PICTURE PAGE

To The New York Times Wide World Photos,
Times Annex, Times Square, New York:

"We are delighted beyond words with the wonderful page of news pictures that you are furnishing us daily. Not only is the workmanship superb but the selection of pictures is exceptional and the best by long odds that I have seen in any daily full page mat of pictures. For years we have experimented with one service and then another, and tried to play up one of our own. But this is the first time that I can say with utmost candor that I have ever been satisfied."

Dwight Young, Editor-in-Chief,
Dayton Journal and Herald, Dayton, Ohio.

"We are well pleased with arrangement of the page as to pictures and feel certain it will be a popular feature."

J. P. Miller, Managing Ed.,
Savannah Morning News-Evening Press,
Savannah, Georgia.

"To say that I am more than satisfied is putting it mildly."

John P. S. Mahoney Jr., Gen. Mgr.,
Lawrence Telegram-Sunday Star, Lawrence, Mass.

"I would like to compliment you on the quality of the news picture mats you are furnishing us. Although we have been using them only a short time they impress me as offering an unusually interesting variety of subjects. They print the best of any mats we have handled."

Paul B. Williams, Managing Ed.,
Utica Daily Press, Utica, N. Y.

"The samples have been coming now for two days. The pictures and engraving are good."

S. G. Damron, Managing Ed.,
The Charleston Daily Mail, Charleston, W. Va.

"Mat arrived on schedule. Highly pleased with page. Thanks for your service."

H. W. Eskridge, Managing Ed.,
Nashville Banner, Nashville, Tenn.

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At last a page in matrix of the selected pictures that really tell day by day the news of the week. Not only is it outstanding because of careful picture editing but because it follows one of the most artistic and attractive layout styles that has ever appeared in a metropolitan newspaper.

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEW YORK (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| **QUEENS BOROUGH, 1,070,000** | | | | | | | | | | |
| FLUSHING<br>70,000 | North Shore Journal<br>(e) **8,412** | .06 | .055 | (I-D) (UP) (37) | Journal Pub. Co., Inc.<br>T. H. Forbes, Pres. | T. Harold Forbes<br>Harold Trebor | Robt. Patterson<br>Geo. Vandergrift (sp). | T. Harold Forbes<br>John T. Collins (bm).<br>Ernest Levy (cm) | Geo. Mosley | J. Schlegel |
| JAMAICA<br>554,966 | Long Island Press<br>(e) **59,600**<br>Sunday edition<br>(S) **38,442**<br>Queens News<br>(e) 18,308 | .15<br>.15<br><br>.10 | ....<br>....<br><br>.10 | (I) (INS, UP) (E) (119)<br><br>(R) (UP) (J) (40) | Wm. F. Hofmann | Philip Hochstein<br>Edward L. Sterne<br><br>Queens County Evg. News, Inc.<br>Eugene E. Early, Pres. | Edward Gottlieb<br>Jack Sutphin (sp)<br>E. G. Farrell (Su)<br><br>Martin S. Hunter<br>Frank Eck (sp) | Wm. F. Hofmann<br>Harold Fenton (cm).<br><br>Wm. T. Tooker<br>Robt. Harding (cm) | Frank X. Mangan<br>Theodore Newhouse (cl)<br><br>Wm. T. Tooker<br>Manuel Shapiro (cl) | Walter Hofmann<br><br>Walter Millhagen |
| LONG ISLAND CITY<br>179,490 | Star<br>(e) **25,472** | .10 | .... | (I-D) (UP) (140) | Star Pub. Co.<br>Elizabeth Hanavan, Pres.<br>LeRoy L. Smith, Pub. | LeRoy L. Smith<br>George M. White | Ernest W. Kremer<br>F. C. Ferguson (sp) | F. J. Kappler (bm)<br>Chas. M. Schofield (cm) | Jas. J. Thornton<br>Felix S. Towle, Jr. (cl) | ..... |
| RIDGEWOOD<br>158,888 | Advocate<br>(e) 11,347 | .06 | .06 | (D) (J) (none) | Greater Ridgewood News, Inc.<br>Wm. E. Weiler, Pres. | Louis E. Reichhold<br>..... | Chas. W. Koenig<br>Ed Nash (sp) | H. Hardenfelder (bm)<br>Chas. W. Meyer (cm) | Wilson Caskey<br>Ray Simmonds (n)<br>H. W. Klink (cl) | J. Wm. Maass<br>Wm. E. Weiler (j) |
| **RICHMOND BOROUGH, 159,370** | | | | | | | | | | |
| STATEN ISLAND<br>159,370 | Advance<br>(e) **24,468x** | .08 | .... | (I) (INS, UP) (†) (none) | Advance Co., Inc.<br>S. I. Newhouse, Pres. | Norman Newhouse (me) | Dan Harper<br>Hal Squier (sp) | H. J. Carroll (cm) | G. H. Pearsall<br>T. Newhouse (n) | B E. Lyons |

## NEW YORK STATE (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| NIAGARA FALLS<br>75,460 | Gazette<br>(e) **22,116** | .03 | .03 | (I-R) (AP) (J) (76) | Gazette Pub. Co.<br>A. C. Deuel, Pres. & Pub. | N. Franklin Madden | Lee Gooding<br>Michael Quinlan (sp). | Alanson C. Deuel<br>Clifford C. Frost (cm) | Robt. T. Harrold<br>A. A. Stambusky (cl) | W. E. Kester<br>L. C. Chandler (j) |
| NO. TONAWANDA & TONAWANDA<br>31,700 | News<br>(e) **4,531** | .03 | .029 | (I) (UP) (36) | Tonawanda Pub. Corp.<br>H. W. Brush, Pres.<br>C. E. Hewitt, Pub. | Chas. E. Hewitt | E. T. Hitchcock<br>E. H. Hewitt, Jr. (sp) | C. E. Hewitt (bm)<br>H. C. Wagg (cm) | J. T. Hanna<br>C. E. Hewitt (n)<br>E. C. Pohl (cl) | C. A. Martin |
| NORWICH<br>8,345 | Sun<br>(e) 2,991 | .03 | .021 | (I-R) (AP) (J) (19) | Norwich Pub. Co., Inc.<br>E. H. Clark, Pres. | P. L. Clark | W. E. Bellinger<br>F. P. Browne (sp) | E. H. Clark<br>B. McInerny (cm) | Claude Page<br>Lyell Montgomery (n)<br>Edwin Wilcox (cl) | J. A Haynes |
| NYACK<br>5,392 | Journal-News<br>(e) **5,616x** | .05 | .028 | (I) (INS) (J) (40) | Rockland County Corp.<br>Chas. J. Hardy, Jr., Pres. | Chester R. Hope | Walter E. Williams<br>Norman R Baker (sp) | Chester R. Hope<br>F. R. Miller (bm)<br>Martin R. Magai (cm) | Chas. S. Daugherty<br>Ray E. Reilley (cl) | Wm. Farrell |
| OGDENSBURG<br>16,915 | Journal<br>(e) **4,904** | .05 | .... | (I-R) (AP) (J) (92) | Ogdensburg Pub. Co., Inc.<br>F. E. Gannett, Pres.<br>F. R. Little, Pub. | Franklin R. Little<br>Chas. S. Cantwell | Chas. S. Cantwell<br>Mason Taylor (sp) | F. R. Little<br>H. B. Lancaster (bm)<br>W. H. Pearson (cm) | F. R. Little<br>..... | Wm. Gallagher<br>E. G. Brown (j) |
| OLEAN<br>21,350 | Times-Herald<br>(e) **11,192** | .06 | .04 | (I-R) (UP) (†) (J) (37) | Times-Herald Corp.<br>M. G. Fitzpatrick, Pub. | H. R. Helsby | John Morton<br>Kenneth McKean (sp) | E. B. Fitzpatrick (bm)<br>George Hill (cm) | H. A. McCaul<br>J. R. Galligan (n) | N. G. Steltz<br>M. Zoghibe (j) |
| ONEIDA<br>10,558 | Dispatch<br>(e) 2,700 | .03 | .02 | (R) (UP) (†) (J) (28) | Dispatch Corp.<br>Winthrop S. Tuttle, Pres. & Pub. | Harold D. Nims (me) | ..... | Herbert Wyle (bm)<br>W. E. Pardoe (cm) | John K. Sheehy<br>..... | Geo. C Wallace<br>J. C. Gleason (j) |
| ONEONTA<br>12,536 | Star<br>(m) 8,714 | .045 | .... | (I) (AP) (J) (40) | Otsego Pub. Co.<br>H. W. Lee, Pres. | Harry W. Lee<br>Francis A. Lee | A. M. Learned<br>J. G. Gunthrup (sp). | Francis A. Lee<br>F. M. H. Jackson (bm)<br>F. M. Shippey (cm) | Frank M. Hill<br>..... | A. L. Irish<br>Jesse L. Leal (j) |
| OSSINING<br>15,241 | Citizen-Register<br>(e) **3,472** | .03 | .... | (I-R) (AP, UP, WCN) (mer) (†) (76) | J. Noel Macy | Joseph L. Naar | ..... | W. L. Fanning (bm).<br>S. E. Lovas (cm) | Paul A. Lucas<br>A. H. Francis (n) | James Doolittle |
| OSWEGO<br>22,652 | Palladium-Times<br>(e) 10,559 | .05 | .045 | (I) (AP) (†) (J) (69) | Palladium-Times, Inc.<br>Clark Morrison, Pres.<br>E. M. Waterbury, Pub. | C. T. Leighton<br>J. M. Gill | Clark Morrison<br>Russell Gill (sp) | E. M. Waterbury (bm)<br>J. E. Steinburg (cm). | Sidney Lerman<br>E. B. Dalgaard (n)<br>J. J. Skripnick (cl) | E. J. Shea<br>G. C. Miller (j) |
| PEEKSKILL<br>17,125 | Star<br>(e) **4,597** | .03 | .022 | (I) (UP) (37) | Star Corp.<br>D. F. Ikeler, Pres. | E. Joe Albertson<br>Donald F. Ikeler | ..... | ..... | Geo. Levinton | Ray Ogden |
| | Union<br>(e) 3,659 | .04 | .... | (R) (INS) (J) (79) | C. M. Gardner, Sr. | C. M. Gardner, Sr.<br>C. M. Gardner, Jr. | ..... | ..... | ..... | ..... |
| PLATTSBURG<br>13,349 | Press<br>(m) **2,616** | .03 | .025 | (R) (AP) (69) | Sentinel Pub. Co.<br>M. M. Dunphy, Pres. | Thos. H. Weldon | Geo. C. Caffrey<br>Harold Weldon (sp) | Wm. M. Lynch<br>..... | Leon Coulbron<br>Wm. M. Lynch (n) | Phil McLeod |
| | Republican<br>(m) 6,101 | .04 | .... | (D) (UP) (28) | Republican Pub. Co.<br>J. Davern, Pres. | Stephen Harnett | ..... | T. M. Farrell<br>M. H. Farrell (cm) | T. M. Farrell | Ed Busha |
| PORT CHESTER<br>22,662 | Item<br>(e) **6,776** | .045 | .... | (I-R) (AP, UP, WCN) (†) (76) | J. Noel Macy | E. J. Hughes | Arthur Jordan | A. C. Saunders<br>W. L. Fanning (bm).<br>Paul Wendt (cm) | A. C. Saunders<br>A. H. Francis (n) | D. McCracken |
| PORT JERVIS<br>10,243 | Union-Gazette<br>(e) **2,834** | .03 | ..0.25 | (I) (AP) (J) (69) | Tri-States Pub. Co.<br>F. D. Salmon, Pres. & Pub. | F. D. Salmon<br>D. N. Raynor | A. Stage<br>John Schoonmaker (sp) | Fred D. Salmon<br>Wilbur Happ (cm) | Wilbur Happ<br>F. D. Salmon | F. W. Schlund<br>Jos. Bross (j) |
| POUGHKEEPSIE<br>40,280 | Eagle-News<br>(m) 4,978 | .... | .... | (R) (AP) (69) | Platt & Platt, Inc.<br>Mrs. A. A. Parks, Pres. | Wm. E. Seely | Ray G. Walter (m) | Ernest L. Owen | Irving Killmer | R. E. Coon, Jr. |
| | Star & Enterprise<br>(e) **14,496** | .... | .... | (I) (AP) (69) | Poughkeepsie Pub. Corp. | Richard E. Coon, Jr. (exec.)<br>Richard E. Coon, Jr. (exec.) | M. G. Kaplan (sp-m).<br>Clifford J. Nuhn (e)<br>C. Ed Alley (sp-e) | Richard Brown (bm).<br>Joseph F. Dietz (cm-n)<br>Fred P. Dates (cm-n) | John B. Quinn (cl) | |
| | Combined daily<br>(me) 19,474 | .09 | .... | | | | | | | |
| | Sunday Courier<br>(S) 12,005 | .06 | .... | (I) (UP) (79) | Est. Of A. G. Tobey | Walter S. Leach | Emmet G. Lavery | Earle D. Tobey<br>P. J. Walsh (cm) | John R. Sullivan | J. J. Merte |
| ROCHESTER<br>328,132 | Democrat & Chronicle<br>(m) **75,061** | .... | .... | (R) (AP, UP) (*S) (†) (J) (E) (92) | Rochester Ptg. Co.<br>F. E. Gannett, Pres. | Allan C. Ross<br>Harold B. Sanford<br>L. R. Blanchard (exec. ed) | E. Donald Record<br>Jos. T. Adams (sp)<br>Edward P. Doyle (Su) | Roy C. Kates<br>Albert W. Fell (bm).<br>Fred B. Weston (cm) | Samuel A. Schwarz<br>A. J. McDonald (n)<br>A. T. Powderly (cl) | John A. Burke<br>John W. Baker (j) |
| | Sunday edition<br>(S) **79,639** | .... | .... | | | | | | | |
| | Times-Union<br>(e) **70,393** | .... | .... | (I) (AP, UP) (†) (E) (92) | Times-Union, Inc.<br>F. E. Gannett, Pres. | Frank E. Gannett<br>Chas. A. S. Freeman | Wm. F. Butler<br>John E. Burgess (sp). | Roy C. Kates<br>Fred A. Glover (bm).<br>Frank A. Roberts (cm) | F. Neal Murphy<br>A. J. McDonald (n) | John A. Burke |
| | Combined daily<br>(me) **145,454** | .40 | .... | | | | | | | |
| | Evening & Sunday<br>(ES) ..... | .40 | .... | | | | | | | |
| | Journal<br>(e) **46,037** | .16 | .... | (I) (US, INS, AP) (mer) (†) (E) (16) | Rochester News Corp.<br>Wm. R. Hearst, Pres.<br>Meyer Jacobstein, Pub. | R. P. Young (acting) (me) | Arch Merrill<br>David Kessler (sp)<br>Geo. Shoals (Su) | Nelson J. Quimper (bm)<br>T. J. Wagner (cm) | Stuart List<br>Joseph Brown (n)<br>Kenneth Jones (cl) | N. J. Quimper |
| | Sunday American<br>(S) **65,547** | .20 | .... | | | | | | | |
| | Evening & Sunday<br>(ES) ..... | .28 | .... | | | | | | | |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NEW YORK (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ROME | Sentinel | | | | | | | | | |
| 32,338 | (e) 8,574 | .05 | .037 | (I-D) (AP) (†) (J) (119) | Sentinel Co. A. R. Kessinger, Pres. | A. R. Kessinger. F. E. Kessinger | R. C. Moyer. M. R. Marriott (sp). | A. R. Kessinger. F. E. Kessinger (bm). J. W. Higham (cm) | W. P. Doyle | A. O. Small O. L. Liddell (j) |
| SALAMANCA | Republican-Press | | | | | | | | | |
| 9,576 | (e) 2,300 | .03 | .03 | (I-R) (AP) (J) (79). | B. B. & Matthew Weber | Matthew Weber | John L. F. King. Carl Dolecki (sp) | Matthew Weber. B. B. Weber (bm). John Alden (cm) | John Alden. B. B. Weber (n) | A. F. Baldwin |
| SARANAC LAKE | Adirondack Enterprise | | | | | | | | | |
| 8,020 | (e) 2,483 | .025 | .... | (I-R) (AP) (121) | John S. Ridenour | James Knapp (news). | | J. S. Ridenour (bm). Elliott Dysinger (cm) | Walter Rae | C. Proctor |
| SARATOGA SPRINGS | Saratogian | | | | | | | | | |
| 13,169 | (e) 9,406 | .05 | .... | (I-R) (AP) (J) (68). | Saratogian Co. Mrs. J. K. Walbridge, Pres. | W. Howard Moody | Winfield S. Hill | W. Howard Moody. T. J. Quilty (cm) | W. G. Kern | S. Wetherhold |
| SAUGERTIES | Post | | | | | | | | | |
| 4,060 | (e) 902 | .018 | .... | (I-R) (J) (3) | Telegraph Ptg. Co. | Jos. Frankel | | Jos. Frankel | | |
| SCARSDALE | Sun | | | | | | | | | |
| 9,690 | (n) 1,467 | .03 | .03 | (I-R) (J) (40) | G. Harris Dansberger | G. Harris Dansberger | Chas. G. Wilson | G. H. Dansberger. R. A. Dansberger (bm) Jos. Watts (cm) | J. Ward (cl) | J. L. Wilding |
| SCHENECTADY | Gazette | | | | | | | | | |
| 95,652 | (m) 20,542 | .07 | .05 | (I-D) (AP) (J) (123) | Daily Gazette Co. A. N. Liecty, Pres. | Dudley T. Hill | Morgan Strong. Lou Stolts (sp) | Austin N. Liecty. John Brennan (cm) | Ramon L. Hall. Andrew Unsoeld (cl) | A. J. Pauley Harlow Delaney (j) |
| | Union-Star | | | | | | | | | |
| | (e) 16,510 | .06 | .045 | (I-R) (AP, UP) (†) (J) (43) | Union Pub. Co. C. H. Callanan, Pres. P. L. Gross, Pub. | Philip H. Wertz (me) | Wm. Osborne. D. J. Duval (sp) | Paul L. Gross (bm). Kenneth L. Butler (cm) | E. R. Cullings. D. R. Hathaway (n). | O. A. Maynard L. M. Burt (j) |
| STATEN ISLAND. This is Richmond Borough, a part of New York City. | | | | | | | | | | |
| SYRACUSE | Herald | | | | | | | | | |
| 209,326 | (e) 45,709 | .18 | .... | (I) (AP, UP, NYHT) (*S) (†) (119) | Herald Co. M. E. Jenkins, Pres. E. H. O'Hara, Pub. | Edward H. O'Hara. Frank W. Clark | Robt. D. Chryst. L. J. Skiddy (sp). T. A. Power (Su) | E. A. O'Hara. Chas. R. Adams (bm) Fred A. Anderson (cm) | Walter Bligh. E. J. Goettel (cl) | E. F. Sniffen |
| | Sunday edition (S) 65,302 | .20 | .... | | | | | | | |
| | Journal | | | | | | | | | |
| | (e) 60,342 | .20 | .... | (I) (INS, US) (mer) (†) (16) | Syracuse Newspapers, Inc. H. D. Burrill, Pres. Louis D. Burrill, Pres. | Harvey D. Burrill. F. H. Hosmer | J. H. Slater. R. G. Kenefick (sp). E. R. Vadeboncour (Su) | M. J. Picou (cm). | C. S. Hurley. F. D. Johnson (n) J. H. Haggerty (cl) | |
| | Sunday American (S) 94,125 | .20 | .... | | | | | | | |
| | Post-Standard | | | | | | | | | |
| | (m) 54,970 | .18 | .10 | (R) (AP, CT, NANA) (*S) (mer) (†) (76) | Post-Standard Co. J. D. Barnum, Pub. | R. L. Voorhees, ed. wrtr. Wm. P. Bull (me) | A. V. Brewster. R. J. Larned (sp). Wm. H. Tuckley (Su) | Jerome D. Barnum. Arthur J. Gordon (bm) C. W. Hixson (cm) | Grant W. Ernst. Wm. Allan Dyer, Jr. (n) Norton Cole (cl) | |
| | Sunday edition (S) 61,493 | .18 | .10 | | | | | | | |
| TARRYTOWN | News | | | | | | | | | |
| 6,841 | (e) 2,913 | .03 | .... | (I-R) (AP, UP, WCN) (MER) (†) (J) (76) | J. Noel Macy | Wallace Odell | L. Angell | Wm. Cannon. W. L. Fanning (bm). S. E. Lovas (cm) | Wm. Cannon. A. F. Francis (n) | J. Doolittle T. Dennis (j) |
| TROY | Record | | | | | | | | | |
| 72,763 | (m) 5,471 | .... | .... | (I) (AP) (43) | Record Co. H. S. Ludlow, Pres. D. B. Plum, Pub. | Dwight Marvin | C. A. McGrath (e). A. T. Sliter (m) | F. L. York (bm). E. G. Buck (cm) | J. A. Viger. T. F. Quinn (cl) | G. Hutchinson |
| | Record (e) 17,139 | .... | .... | | | | | | | |
| | Combined daily (me) 22,610 | .07 | .07 | | | | | | | |
| | Observer & Budget (S) 16,462 | .05 | .... | (D) (UP) (J) (79). | Troy Pub. Co., Inc. | F. M. Collins (me) | | E. R. Collins (bm). Louis Rubin (cm) | E. R. Collins | Jas. McCauley |
| | Times (e) 18,370 | .05 | .06 | (R) (AP) (J) (154). | Wm. H. Anderson | Rutherford Hayner | Jas. M. McGrath. J. E. McKeon (sp) | W. H. Anderson. C. F. Anderson (bm). M. J. Sheridan (cm) | John P. Ruddy. R. P. Anderson (n). C. R. Kraus (cl) | F. K. Kaufman M. S. Britton (j) |
| UTICA | Observer-Dispatch | | | | | | | | | |
| 114,412 | (e) 33,178x | .09 | .061 | (I) (AP, UP) (†) (92) | Observer-Dispatch, Inc. F. E. Gannett, Pres. Prentiss Bailey, Pub. | Wm. W. Canfield. Wm. J. Woods | Geo. H. Waldron. Stanley J. Clark (sp). | Prentiss Bailey. Daniel W. Tanner (cm) | Harry J. Benner. A. F. Keilbach (n) Wm. M. Baaske (cl) | Earl N. Hughes |
| | Sunday edition (S) 23,709x | .065 | .... | | | | | | | |
| | Press (e) 21,414x | .07 | .046 | (I) (AP) (146) | Press Co. Wm. V. Jones, Pres. | Paul B. Williams. Francis E. Carney | John W. Kelly (sp). | Wm. V. Jones (bm). E. W. Matthews (cm). | Ernest W. Whynall. Wm. V. Jones (n) | |
| WATERTOWN | Times | | | | | | | | | |
| 32,205 | (e) 30,237 | .12 | .08 | (R) (AP, UP) (†) (146) | The Brockway Co. H. B. Johnson, Pres. & Pub. | Harold B. Johnson. H. F. Landon | Harry F. Landon. John G. Case (sp) | C. M. Kendall (bm). A. H. Adams (cm) | C. M. Kendall | |
| WELLSVILLE | Reporter | | | | | | | | | |
| 5,674 | (e) 2,630 | .03 | .... | (R) (AP) (J) (79) | E. Willard Barnes | E. Willard Barnes | | | | |
| WHITE PLAINS | Reporter | | | | | | | | | |
| 35,830 | (e) 8,589 | .05 | .043 | (I-R) (†) (76) | White Plains Pub. Co. H. R. Barrett, Pres. | Walter V. Hogan. Milton Harker | Wm. O'Donovan. Cortney Mabee (sp). | W. Lee Tuller. Edward A. Keefe (bm) K. D. Groesbeck (cm) | Edward Alexander. Louis Bixby (cl) | W. B. Towers |
| YONKERS | Herald-Statesman | | | | | | | | | |
| 134,646 | (e) 25,800 | .11 | .... | (I-R) (AP, UP, WCN) (MER) (†) (76) | J. Noel Macy | L. S. Dayton (me) | T. E. Tunnard. W. A. Spring (sp) | W. L. Fanning. C. M. Snyder (bm). W. W. Garver (cm). | Jos. Glasheen. A. H. Francis (n) W. E. Fleming | A. H. Pepper |
| | Record (e) 7,913 | .04 | .04 | (D) (J) (37) | Record Corp. T. A. Brady, Pres. | Norman H. Orr | Walter J. Stern (sp). | Tony Zink (cm) | | Henry Sperle A. Blose (j) |
| | Sunday edition (S) 7,913 | .04 | .04 | | | | | | | |

## NORTH CAROLINA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ASHEVILLE | Citizen | | | | | | | | | |
| 50,193 | (m) 15,668 | .... | .... | (D) (AP, UP) (†) (14) | Citizen-Times Co. Chas. A. Webb, Pres. | Robt. Lathan (m). Chas. K. Robinson (e) Robt. Lathan (me-m) Walter S. Adams (me-e) | Robt. McKee (m). Weimer Jones (e). Paul Jones (sp-m). A. L. Banister (sp-e). | D. Hiden Ramsey. W. Randall Harris (bm) J. R. Marks (cm) | L. R. Philips. H. M. Schacte (cl). | C. Baber (comp) W. A. Jernigan (press) |
| | Times (e) 11,989 | .... | .... | | | | | | | |
| | Combined daily (me) 27,657 | .14 | .12 | | | | | | | |
| | Sunday edition (S) 23,904 | .14 | .... | | | | | | | |
| BURLINGTON | Times-News | | | | | | | | | |
| 9,737 | (e) 4,726 | .04 | .04 | (I-D) (UP) (†) (54). | Times-News Pub. Co. R. B. Terry & J. P. Rawley, Pubs. J. P. Rawley, Pres. | O. F. Crowson, Jr. | S. A. Cook. Bob. Hodges (sp). | O. F. Crowson. H. A. Cecil (bm). C. D. Johnson (cm) | R. M. Fonville. Mary L. Holt (cl) | E. D. Joyner |
| CHARLOTTE | News | | | | | | | | | |
| 82,675 | (e) 23,706 | .09 | .07 | (D) (AP) (†) (J) (74) | News Pub. Co. W. C. Dowd, Jr., Pub.-Pres. | J. E. Dowd. B. S. Griffith | J. G. Dickson. Wade Ison (sp). B. S. Griffith (Su) | W. C. Dowd, Jr. A. M. Gray (bm). J. B. Kilgo (cm) | I. W. Williams. C. P. Cothran (cl). | W. E. Adams E. H. Hall, Jr. (j) |
| | Sunday edition (S) 24,773 | .09 | .... | | | | | | | |
| | Observer | | | | | | | | | |
| | (m) 46,538 | .14 | .... | (I-D) (AP, UP) (140-63) | Observer Co. Curtis B. Johnson, Pres.-Pub. | Col. Wade H. Harris | | H. A. Allen (office). M. H. Brandon (cm). | J. L. Helfrich. H. A. Rouser (n) | J. P. White |
| | Sunday edition (S) 48,102 | .15 | .... | | | | | | | |
| CONCORD | Tribune | | | | | | | | | |
| 11,820 | (e) 2,979 | .03 | .03 | (D) (AP) (54) | J. B. Sherrill | W. M. Sherrill. J. B. Sherrill | W. M. Sherrill | J. B. Sherrill. Zack L. Roberts (cm). | A. C. Cline. Z. L. Roberts (cl) | J. McClellan |
| DURHAM | Herald | | | | | | | | | |
| 52,037 | (m) 13,421 | .... | .... | (I) (AP) (†) (74) | Durham Herald Co., Inc. C. C. Council, Pub.-Pres. | L. S. LaPrade (m). J. R. Barry (e). R. T. Gattis (me-m). A. W. Stamey (me-e) | B. S. Dekle (m). A. W. Stamey (e). Fred Haney (sp) | C. C. Council. W. G. Carrington (cm) | M. F. Murdaugh. A. H. McClung (cl) | W. W. Barrow |
| | Sun (e) 7,848 | .... | .... | | | | | | | |
| | Combined daily (me) 21,269 | .12 | .06 | | | | | | | |
| | Sunday edition (S) 13,662 | .12 | .... | | | | | | | |
| ELIZABETH CITY | Advance | | | | | | | | | |
| 10,037 | (e) 4,934 | .035 | .... | (D) (AP) (J) (28) | Herbert Peele | Herbert Peele. Mrs. Herbert Peele | Mrs. Herbert Peele | Herbert Peele | Herbert Peele | A. R. Moore E. Chory (j) |

(*Continued on page 66*)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NORTH CAROLINA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| FAYETTEVILLE. 13,049 | Observer (e) 3,549 | .04 | .... | (I) (AP) (J) (19) | Fayetteville Pub. Co. C. R. Wilson, Pub.-Pres. | G. G. Myrover | | C. R. Wilson (bm) G. D. Cromartie (cm) | John Cheshire (n) | C. G. Bland |
| GASTONIA 17,095 | Gazette (e) 5,352 | .04 | .03 | (I-D) (UP) (54) | Gazette Pub. Co., Inc. Jas. W. Atkins, Pres. | Hugh A. Query Jas. W. Atkins | Stewart Atkins H. A. Query (sp) | E. D. Atkins (bm) R. R. Stowe (cm) | M. L. Wallis E. D. Atkins (n) Katherine Little (cl) | Guy F. White |
| GOLDSBORO 14,985 | News-Argus (e) 3,772 | .035 | .... | (I) (AP) (28) | Goldsboro Pub. Co. Talbot Patrick, Pub.-Pres. | Talbot Patrick | | Talbot Patrick | | |
| GREENSBORO 53,569 | News (m) **36,412** | .... | .... | (I) (AP) (E) (109) | | | | | | |
| | Record (e) **11,157** | .... | .... | (D) (AP) (E) (109) | Greensboro News Co. A. L. Stockton, Pub. E. B. Jeffress, Pres. | Earle Godbey (m) A. D. Jones (e) A. L. Stockton (me-me) | Jas. F. Reynolds (m) Floyd Hendley (e) E. V. Mitchell (sp-m) H. A. Lawing (sp-e) | Vance Jerome (bm) W. T. Corbin (cm) | P. T. Hines Gaines Kelley (cl) | C. C. Deal |
| | Combined daily (me) **47,569** | .15 | .... | | | | | | | |
| | Sunday edition (S) **37,450** | .12 | .... | | | | | | | |
| GREENVILLE 9,194 | Reflector (e) 2,424 | .03 | .... | (AP) (28) | D. J. Whichard, Jr. | D. J. Whichard, Jr. | | D. J. Whichard (bm) Miss H. Whichard (cm) | S. L. Bridgers (n) | |
| HENDERSON 6,345 | Dispatch (e) 2,273 | .025 | .02 | (I-D) (AP) (19) | Henderson Dispatch Co., Inc. Henry A. Dennis, Pres. | Henry A. Dennis | Henry A. Dennis Robt. M. Falkner (sp) | Henry A. Dennis M. L. Finch (bm) | Robt. M. Falkner M. L. Finch (n) | L. E. Cansler |
| HENDERSONVILLE 5,075 | Times-News (e) 2,325 | .03 | .032 | (I-D) (UP) (54) | Times-News Co., Inc. J. T. Fain, Pres. | J. T. Fain C. M. Ogle | Henry Atkin J. T. Fain, Jr. (sp) | J. T. Fain G. R. Fain (cm) | C. M. Ogle J. T. Fain (n) | J. B. Creech |
| HICKORY 10,776 | Record (e) 3,814 | .04 | .04 | (I-D) (AP) (143) | Hickory Record, Inc. L. C. Gifford, Pub. J. C. Miller, Pres. | L. C. Gifford E. H. Smith, Jr. | Mabel Miller Mack McKa (sp) | L. C. Gifford Mack McKa (cm) | Jack Edwards L. C. Gifford (n) Dorothy Hackermann (cl) | Jeff Hilson |
| HIGH POINT 36,745 | Enterprise (e) 8,349 | .05 | .05 | (I) (AP) (74) | High Point Enterprise, Inc. J. P. Rawley & R. B. Terry, Pubs. R. B. Terry, Pres. | C. M. Waynick L. H. McPherson | John Mebane Frank Barfield (sp) | J. P. Rawley H. A. Cecil (bm) S. T. Bryan (cm) | W. F. Hester Geo. Edwards (n) D. A. Rawley (cl) | H. Mathews |
| | Sunday edition (S) 8,349 | .05 | .... | | | | | | | |
| KINSTON 11,362 | Free Press (e) **3,042** | .03 | .03 | (I-D) (UP) (J) (105-4) | Kinston Free Press, Inc H. Galt Braxton, P-Pres. | H. Galt Braxton C. W. McDevett | Ed Thomas | H. Galt Braxton J. A. Moore (cm) | F. B. Morgan (loc.) H. Galt Braxton (n) F. B. Morgan (cl) | J. P. Horton |
| NEW BERN 11,981 | Sun-Journal (m) ..... | .... | .... | (I-D) (AP) (19) | New Bern Pub. Co. Aaron Miller, Pres. | T. M. Diggs | T. M. Diggs Sam Bledsoe (sp) | F. N. Challen L. J. Caine (cm) | F. N. Challen | H. B. Jones |
| | Sun-Journal (e) ..... | .... | .... | | | | | | | |
| | Combined daily (me) 4,647 | .05 | .03 | | | | | | | |
| | Sunday edition (S) 4,047 | .05 | .... | | | | | | | |
| | Tribune (m) 1,147 | .025 | .178 | (I-D) (UP) (54) | Craven Pub. Co. N. G. Gooding, Pub. Marriner D. Hardison, Pres. | N. G. Gooding | W. J. Arthur | N. G. Gooding M. D. Hardison (cm) | H. M. White N. G. Gooding (n) | B. H. Hardison |
| | Sunday edition (e) 1,147 | .025 | .... | | | | | | | |
| RALEIGH 37,379 | News & Observer (m) **36,233** | .09 | .... | (D) (AP, UP) (17) | News & Observer Pub. Co., Inc. Josephus Daniels, Pres. | Jonathan Daniels Frank Smethurst | R. E. Williams A. J. McKevlin (sp) | Josephus Daniels, Jr. (bm) Will X. Coley (cm) | J. Daniels, Jr. R. M. Bynum, Jr. (cl) | L. F. Alford |
| | Sunday edition (S) **34,291** | .09 | .... | | | | | | | |
| | Times (e) **11,526** | .06 | .06 | (I) (AP) (*Sat) (J) (19) | Times Pub. Co. John A. Park, Pub-Pres. | Robt. L. Gray P. D. McLean | Wade H. Lucas I. M. Cheek (sp) | John A. Park C. H. Herring (bm) L. G. Uzzie (cm) | F. E. Bradley J. O. Baker (cl) | A. E. Case |
| ROCKY MOUNT 21,412 | Telegram (e) 5,310 | .035 | .... | (I) (AP) (J) (19) | Rocky Mount Pub. Co. J. L. Horne, Jr., Pres. | T. E. Wagg (me) | B. E. Brown V. Secriest (sp) | J. L. Horne, Jr. (bm) V. S. Secriest (cm) | A. L. Brandon C. V. Smith (n) | J. D. Hartness Donald Harris (j) |
| SALISBURY 16,951 | Post (e) **8,581** | .05 | .035 | (I) (AP) (†) (19) | Post Pub. Co. J. F. Hurley, Pub-Pres. | J. F. Hurley C. F. Daniel | O. C. McOuage Harry Gwin (sp) | J. F. Hurley, Jr. Rex Bellas (cm) | P. G. Laughridge Carl Lentz (cl) | F. H. McRae |
| | Sunday edition (S) **8,158** | .05 | .... | | | | | | | |
| STATESVILLE 10,490 | Daily (e) 1,600 | .025 | .017 | (I-D) (AP) (none) | Pegram A. Bryant | P. A. Bryant | W. M. Moore | P. A. Bryant | Fred Burger P. A. Bryant (n) | |
| TARBORO 6,379 | Southerner (e) 2,165 | .02 | .02 | (D) (AP) (54) | Bourne & Creech | Paul Jones | | V. H. Creech R. D. Karn (cm) | V. H. Creech | |
| WASHINGTON 7,035 | News (e) 2,524 | .03 | .025 | (D) (AP) (J) (54) | Paul B. McEvoy, Pub. H. C. Ogden, Pres. | Paul B. McEvoy Maurice F. McEvoy | Wm. C. Waters (sp) | Paul B. McEvoy W. C. Waters (cm) | H. A. Eckhoff P. B. McEvoy (n) | G. L. Dubree |
| WILMINGTON 32,270 | Star (m) **6,111** | .... | .... | (I-D) (AP) (17) | Star-News, Inc. R. B. Page, Pub-Pres. | | | | | |
| | News (e) **3,413** | .... | .... | | | | | | | |
| | Combined daily (me) **9,524** | .08 | .08 | | | | | | | |
| | Sunday edition (S) **8,557** | .08 | .... | | | | | | | |
| WILSON 12,613 | Times (e) 3,396 | .04 | .... | (D) (AP) (J) (28) | P. D. Gold Pub. Co. John D. Gold, Pub. D. H. Gold, Pres. | John D. Gold | Ed. W. Davis | John D. Gold Mrs. B. R. Davis (cm) | P. O. Barnes Miss E. S. Clarke (n) | B. E. Smith F. W. Denny (j) |
| WINSTON-SALEM 75,274 | Journal (m) **19,695** | .... | .... | (I) (AP, UP) (76) | Winston-Salem Sentinel, Inc. Owen Moon, Pub-Pres. | Santford Martin Worth Bacon (me-m) Bill Sharpe (me-e) | Henry Martin Frank Spencer (sp) Worth Bacon (Su) | Owen Moon W. K. Hoyt (bm) B. Welfare (cm) | Rex Freeman Rufus Shore (n) Rex Freeman (cl) | E. F. La Grande |
| | Twin City Sentinel (e) **17,811** | .... | .... | | | | | | | |
| | Combined daily (me) **37,506** | .11 | .... | | | | | | | |
| | Sunday edition (S) **18,798** | .06 | .... | | | | | | | |

## NORTH DAKOTA

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BISMARCK 11,090 | Tribune (e) **5,153x** | .045 | .... | (I) (AP) (J) (137-115a) | Bismarck Tribune George D. Mann, Pub.-Pres. | Kenneth Simons | Wm. Moller | Archie O. Johnson Avis Carslile (cm) | Archie O. Johnson Avis Carslile (cl) | Russell Young F. C. Ellsworth (j) |
| DEVIL'S LAKE 5,451 | Journal (e) 2,700 | .03 | .03 | (R) (AP) (†) (J) (110) | M. H. Graham | Arthur C. Timboe M. H. Graham | Russell Dushinske (sp) | M. H. Graham | M. H. Graham | W. H. Brekken M. H. Graham (j) |
| FARGO 28,619 | Forum (m) **12,079x** | .... | .... | (I-R) (AP) (mer) (7) | Forum Pub. Co. Norman D. Black, Pub. Jenny C. Black, Pres. | H. D. Paulson | S. W. Hooper Eugene Fitzgerald (sp) | Norman D. Black J. F. Payne (cm) | H. R. Hill | A. W. Oliver |
| | Forum (e) **11,510x** | .... | .... | | | | | | | |
| | Combined daily (me) **23,589x** | .10 | .10 | | | | | | | |
| | Sunday edition (S) **19,751x** | .08 | .08 | | | | | | | |

(*Continued on page* 68)

# USE A MAJOR METROPOLITAN MARKET FOR YOUR NEXT TEST

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*The Sunday*

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# CLEVELAND PLAIN DEALER

"ENOUGH, IF YOU USE IT ENOUGH"

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## NORTH DAKOTA (Continued)

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GRAND FORKS 17,112 | Herald (m) | 12,120x | .... | .... | (I) (AP) (119) | Grand Forks Herald, Inc. M. M. Oppegard, Pub-Pres. | W. P. Davies M. M. Oppegard | W. B. Allen C. D. Locklin (sp) E. C. Eyler (Su) | M. M. Oppegard B. E. Thomson (cm) | J. H. Pearson | |
| | Herald (e) | 4,316x | .... | .... | | | | | | | |
| | Combined daily (me) | 16,436x | .08 | .07 | | | | | | | |
| | Sunday edition (S) | 16,258x | .08 | .... | | | | | | | |
| JAMESTOWN 8,187 | Sun (e) | 4,385 | .045 | .... | (I) (AP) (137) | | P. M. Hansen | | B. G. Hansen (bm) W. J. Lawrence (cm) | B. G. Hansen | |
| MANDAN 5,037 | Pioneer (e) | 2,981x | .04 | .035 | (I-R) (AP) (J) (119) | Pioneer Pub. Co. E. A. Tostevin, Pub.-Pres. | E. A. Tostevin Chas. F. Pierce | Henry Frank | E. A. Tostevin Edwin D. Tostevin (cm) | Walter C. Tostevin | E. B. Howe |
| MINOT 16,099 | News & Optic-Reporter (e) | 9,462 | .04 | .... | (I) (AP) (†) (76-110) | H. S. Davies | | | H. S. Davies (bm) | E. C. Fuller (n) | |
| VALLEY CITY 5,268 | Times Record (e) | 2,925 | .03 | .025 | (I) (AP) (J) (none) | Alberta E. Trubshaw | Thos. E. Nugent | Phil Mark | E. G. Dibbern | E. G. Dibbern | O. H. Mason R. Layton (j) |
| WILLISTON 5,106 | Herald (e) | 1,947 | .025 | .02 | (I) (J) (143) | Williston Herald Co. Harry E. Polk, Pub-Pres. | Thos. H. Moodie | Thos. H. Moodie | Harry E. Polk R. Dufresne (cm) | T. C. Hutchinson L. Sturlaugson (cl) | Ed Cain |

## OHIO

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AKRON 256,062 | Beacon-Journal (e) | 63,952 | .15 | .... | (R) (AP, INS, CP) (140) | Beacon-Journal Co. J. S. Knight, Pres. | John S. Knight | James P. Rosemond Jas. Schlemmer (sp) | J. H. Barry (bm) Jos. Aylward (cm) | Frank Wynhoff R. A. Burrell (n) Robt. Wheeler (cl) | Harry B. Reese |
| | Times-Press (e) | 34,119 | .12 | .... | (I) (UP) (*S) (mer) (†) (E) (131) | Times-Press Corp. J. G. Meilink, Pres. | Walter Morrow J. A. Bernstein | Walter Coyle Lynn Wagner (sp) | F. W. Giesel (bm) Earl Buell (cm) | K. M. Keegan H. J. Moorhead (n) A. Mochel (cl) | |
| | Sunday edition (S) | 37,736 | .11 | .... | | | | | | | |
| ALLIANCE 23,047 | Review (e) | 9,882 | .045 | .05 | (R) (AP) (J) (36) | Review Pub. Co. | N. A. Geyer F. A. Hoiles | Paul W. Reed John Hanlon (sp) | Paul C. Siddall Henry Untch (cm) | C. E. DeGraw Ronald Haines (cl) | J. R. Tucker Ralph Miller (j) |
| ASHLAND 11,141 | Times-Gazette (e) | 5,407 | .025 | .021 | (I) (INS) (36) | Ashland Ptg. Co. Edgar Koehl, Pres. | Harry L. Horne | Wm. G. McKee (sp) | Edgar Koehl Bertha E. Kerr (cm) | S. A. Fluke Lucile Newcomb (cl) | M. G. Bachmann |
| ASHTABULA 23,301 | Star-Beacon (e) | 9,528 | .055 | .... | (R) (UP) (36) | Ashtabula Ptg. Co. C. A. Rowley, Pres. | J. J. Mundy John S. Gotshall | E. C. Hankins Milton R. Aldred (sp) | C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm) | Glen O. Mayborn G. H. Leggett (n) L. Gerrety (cl) | Howard Healy |
| ATHENS 7,252 | Messenger (e) | 9,610 | .045 | .045 | (I-R) (UP) (36) | Messenger & Herald, Ptg. Co. J. B. Allen, Pres. G. K. Bush, Pub. | Gordon K. Bush Chas. H. Harris | W. F. Smiley C. E. Mitchell (sp) T. E. Byrne (Su) | Gordon K. Bush Fred W. Weber (cm) | P. O. Nichols H. H. Russell (n) Ira Murray (cl | Roy Dupler |
| | Sunday edition (S) | 10,466 | .045 | .045 | | | | | | | |
| BELLAIRE 13,327 | Leader (e) | 6,790 | .04 | .... | (I-R) (UP) (J) (79) | Sherlock Bros. Pub. Co. A. J. Sherlock, Pres. | M. F. Sherlock A. J. Sherlock | M. F. Sherlock Max Duga (sp) | B. A. Sherlock A. J. Sherlock (bm) H. E. Sherlock (cm) | A. J. Sherlock H. E. Sherlock (n) | B. A. Sherlock |
| BELLEFONTAINE 9,543 | Examiner (e) | 5,002 | .025 | .025 | (I) (INS) (36) | H. K. Hubbard & Co. | H. K. & A. A. Hubbard | | Frank G. McCracken (bm) | | |
| BELLEVUE 6,256 | Gazette (e) | 2,112 | .018 | .... | (I) (UP) (J) (36) | Gazette Pub. Co. C. R. Callaghan, Pres. | A. C. Callaghan | | M. J. Callaghan (bm) | M. J. Callaghan | |
| BOWLING GREEN 6,688 | Sentinel-Tribune (3) | 3,803 | .025 | .... | (R) (INS) (J) (36) | Sentinel Co. S. A. Canary, Pres. | S. A. Canary | S. A. Canary Ivan Lake (sp) | Alfred Haswell F. R. Fluhart (cm) | Paul Fuller G. W. Katzenmeyer(n) C. C. Premo (cl) | Carl Jolley Guy Elsea (j) |
| BUCYRUS 10,027 | Telegraph-Forum (e) | 5,213 | .03 | .021 | (I-R) (UP) (36) | Crawford County P. & P. Co. R. C. Hoiles, Pres. C. H. Hoiles, Pub. | | John W. Saffell (sp) | | Ray F. Barnes H. Sherer (n) V. Rowland (cl) | H. C. Wolfe |
| CAMBRIDGE 16,129 | Jeffersonian (e) | 10,332 | .045 | .... | (I) (UP) (36) | Jeffersonian Co. T. E. Amos, Pres. | H. W. Amos (me) | F. S. Dollison E. Sheehan (sp) | T. E. Amos T. S. Moorehead(cm) | L. H. Merrick T. S. Moorehead (n) V. E. Arnold (cl) | H. E. Amos |
| CANTON 105,520 | Repository (e) | 34,706 | .14 | .09 | (I-R) (AP, UP, INS) (†) (140) | Repository Ptg. Co. L. H. Brush, Pres. Roy D. Moore, Pub. | John D. Raridan Jos. K. Vodrey | D. W. Buchanan Warren Cross (sp) | Roy D. Moore Paul F. Morgan (bm) E. M. Grimes (cm) | I. R. Van Aurmen P. V. Oby (n) Wm. J. Babb (cl) | C. C. Peebles |
| | Sunday edition (S) | 34,195 | .14 | .09 | | | | | | | |
| CELINA 4,664 | Standard (e) | 2,550 | .021 | .... | (D) (UP) (J) (28) | F. A. Snyder | F. A. Snyder | | F. A. Snyder | C. S. Fithbaugh | R. Sacher |
| CHILLICOTHE 18,340 | News-Advertiser (e) | 4,394 | .03 | .025 | (D) (UP) (†) (70) | News-Advertiser Co. J. K. Hunter, Pres. | E. A. Ortman | C. R. Ortman Alvin Zurcher (sp) | J. K. Hunter J. A. Bisbee (cm) | O. O. Overly L. F. Jenness (n) E. I. Aid (cl) | M. Small |
| | Scioto Gazette (e) | 5,102 | .03 | .03 | (R) (AP) (†) (J) (36) | Jas. Hannan | E. S. Wenis Jas. Hannan | Howard Oyer G. Chandler (sp) | Jas. Hannan R. J. Kunstel (cm) | W. E. Beeler BObt. McCarty (n) N. Kellenberger (cl) | E. Griesheimer Albert Hafler (j) |

(*Continued on page 70*)

## RULES AND REGULATIONS OF THE U. S. POSTOFFICE DEPARTMENT

**First-Class:** Letters and written and sealed matter, 2 cents for each ounce.

Government postal cards, 1 cent each.

Private mailing or post cards, 1 cent each.

Special delivery rates on first-class matter are—10 cents, up to 2 lbs.; 20 cents, 2 lbs. to 10 lbs.; 25 cents on matter weighing over 10 lbs.

**Second-Class:** Newspapers, magazines, and other periodicals containing notice of second-class entry. When sent by others than the publishers or news agent, 1 cent for each two ounces or fraction thereof, or the 4th class rate, whichever is lower.

**Third-Class** (limit, 8 ounces): Circulars and other miscellaneous printed matter, also merchandise, 1½ cents for each 2 ounces.

Special delivery rates on *other than first-class matter*—15 cents up to 2 lbs.; 25 cents, 2 lbs. to 10 lbs.; 35 cents on all matter weighing over 10 lbs.

Books (including catalogs) of 24 pages or more, seeds, cuttings, bulbs, roots, scions, and plants, 1 cent for each 2 ounces.

Bulk lots of identical pieces may be mailed in quantities of not less than 20 pounds or 200 pieces at pound rates with a minimum charge of one cent a piece, such rates being eight cents a pound or fraction thereof for books and catalogs having 24 pages or more, seeds and plants, and twleve cents a pound or fraction thereof for all other third-class matter.

**Fourth-Class (Parcel Post)** (over 8 ounces): Merchandise, books, printed matter, and all other mailable matter not in first or second class—

The parcel post zones are—local; (1) up to 50 miles; (2) 50 to 150 miles; (3) 150 to 300 miles; (4) 300 to 600 miles; (5) 600 to 1,000 miles; (6) 1,000 to 1,400 miles; (7) 1,400 to 1,800 miles; (8) over 1,800 miles.

The parcel post rates are:

Local zone, 7 cents for the first pound or fraction, and 1 cent for each additional 2 pounds or fraction.

**First and second zones**, 8 cents for the first pound or fraction and 1.1 cents for each additional pound or fraction.

**Third zone**, 9 cents for the first pound or fraction and 2 cents for each additional pound or fraction.

**Fourth zone**, 10 cents for the first pound or fraction, and 3.5 cents for each additional pound or fraction.

**Fifth zone**, 11 cents for the first pound or fraction and 5.3 cents for each additional pound or fraction.

**Sixth zone**, 12 cents for the first pound or fraction and 7 cents for each additional pound or fraction.

**Seventh zone**, 14 cents for the first pound or fraction and 9 cents for each additional pound or fraction.

**Eighth zone**, 15 cents for the first pound or fraction and 11 cents for each additional pound or fraction.

The limit of size is 100 inches in girth and length combined. On parcels weighing less than 10 pounds which measure more than 84 inches but not more than 100 inches in length and girth combined the minimum postage charge is the same as the zone charge for a 10-pound parcel for the zone to which the particular parcel is addressed.

A special rate of postage is provided for library books.

The special handling postage charge on fourth-class matter is graduated according to the weights of the parcels, namely, 10 cents for parcels weighing not more than two pounds; 15 cents for parcels weighing more than two pounds but not exceeding ten pounds, and 20 cents for parcels weighing more than ten pounds.

Payment of the special handling postage charge entitles the parcel to receive the most practicable expeditious handling, transportation and delivery, but does not include special delivery at the office of address.

**Airplane** (air mail) rates—*Domestic*—The rate of postage on mail carried by airplane is 8 cents for the first ounce, or fraction thereof, and 13 cents for each additional ounce, or fraction thereof, regardless of distance *except* when sent to Puerto Rico, the Virgin Islands of the U. S., or the Canal Zone. The rate between Puerto Rico, the Virgin Islands of the U. S., and the United States is 10 cents for each half ounce or fraction; the rate between the United States or Puerto Rico or the Virgin Islands of the U. S., and the Canal Zone is 20 cents for each half ounce or fraction. Such postage includes the transportation of the mail to and from the air mail routes

Special airplane stamps issued for the payment of postage on air mail or ordinary postage stamps may be used. All mail intended to be carried by airplane should be plainly marked in the space immediately below the stamps and above the address, "Via air mail."

The postage on all air mail should be fully prepaid in order to expedite its handling.

Any mailable matter, except that liable to damage from freezing, may be sent by mail at the above rate of postage, including sealed parcels not exceeding 70 pounds in weight and not exceeding 100 inches in length and girth combined.

*Foreign*—Same as domestic air mail rate for those countries having 2-cent postal conventions with the United States for all other countries, 3 cents in addition to air mail rate.

*Registry, Insurance and C. O. D. services for airplane mail*—Any matter, domestic or international, acceptable for transmission as registered, insured or C. O. D. mail, may be sent by air mail service upon payment of the prescribed registry, insurance, or C. O. D. fee in addition to the required air mail postage.

*Special Delivery*—The use of special delivery stamps in addition to the Air-Mail postage will insure prompt delivery at office of address. Any information concerning contract air mail routes may be obtained from the postmaster.

**Registered Mail**—The registry fees on both domestic and foreign mail must be prepaid by stamps affixed in addition to the regular postage.

The registry fees for domestic registered mail are—for registry indemnity not exceeding $5, 15 cents; over $5 to $25, 18 cents; over $25 to $50, 20 cents; over $50 to $75, 25 cents; over $75 to $100, 30 cents; over $100 to $200, 40 cents; over $200 to $300, 50 cents; over $300 to $400, 60 cents; over $400 to $500, 70 cents; over $500 to $600, 80 cents; over $600 to $700, 85 cents; over $700 to $800, 90 cents; over $800 to $900, 95 cents; over $900 to $1,000, $1.00.

*Provided*, That for registered mail or insured mail treated as registered mail having a declared value in excess of the maximum indemnity covered by the registry fee paid, there shall be charged additional fees; when the declared value exceeds the maximum indemnity covered by the registry fee paid by not more than $50, 1 cent; and so on up to 7 cents for $800-$899; and if the excess of the declared value over the maximum indemnity covered by the registry fee paid is $1,000 or more, the additional fees for each $1,000 or part of $1,000 on articles destined to points within the several zones applicable to fourth-class matter, range from 8 to 13 cents, according to distance.

Mail matter without intrinsic value for which no indemnity is provided may be registered at the minimum fee of 15 cents.

# AKRON TIRE PRODUCTION *SCHEDULES UP!*

## JANUARY EMPLOYMENT HIGHEST IN SEVERAL YEARS

A poll of the Akron Tire Companies shows January production schedules at the highest January point for many years.

Akron manufacturers all anticipate increased demand for tires for new car equipment and replacement use. This means increased production in the Akron plants.

We believe their optimism is justified.

# AKRON BEACON JOURNAL

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OHIO (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| CINCINNATI | Enquirer | | | | | | | | | |
| 451,160 | (m) **81,364** | .19 | .... | (I-D) (AP, UP, US) | Est. of John R. Mc- | W. F. Wiley | Lee Evans | W. F. Wiley | Geo. T. Beechbolt | H. D. Rindberg |
| **685,945** (ABC City) | Sunday edition | | | (*S) (†) (E) (15) | Lean | J. W. La Rue | B. Saxton (sp) | W. K. Nottingham (bm) | G. H. Schultz (n) | |
| | (S) **167,426** | .40 | .... | | | | W. M. Thompson (Su) | Walter Hoots (cm) | W. H. Pickett (cl) | |
| | Post | | | | | | | | | |
| | (e) **157,716** | .33 | .... | (I) (UP) (†) (E) (131) | Post Pub. Co. R. H. Quinn, Pres. | Carl D. Groat Joe H. Torbett | John J. Johnson Naylor Stone (sp) | Ralph H. Quinn (bm) Shiel Dunsker (cm) | D. D. Patterson H. W. Manz (cl) | W. A. Schoultheis |
| | Times-Star | | | | | | | | | |
| | (e) **153,583** | .30 | .20 | (R) (AP, INS, CP) (†) (J) (E) (95-116) | Times-Star Co. Hulbert Taft, Pres. & Pub. | Hulbert Taft Moses Strauss | Edw. Steinborn Nixon Denton (sp) | C. H. Rembold Geo. Fries (bm-cm) | Chas. R. Bonner F. J. Oexman (n) Clem Boyer (cl) | Jos. Illig (j) |
| CIRCLEVILLE | Herald | | | | | | | | | |
| 7,369 | (e) 3,008 | .025 | .02 | (D) (INS) (J) (36) | Circleville Pub. Co. A. A. Hoopingarner, Pres. | Glen Gieb | Glen Gieb | K. J. Herrmann Margaret Shea (cm) | K. J. Herrmann Anna Shea (cl) | D. C. Burkholder |
| CLEVELAND | News | | | | | | | | | |
| 900,429 | (e) **110,114** | .30 | .175 | (I-R) (AP, INS) (E) (89-33) | Cleveland Co. Dan R. Hanna, Jr., Pres. | Earle Martin A. E. M. Bergener | Arthur Spaeth Ed Bank (sp) | C. F. McCahill (bm) M. G. Sullivan (cm) | L. P. Doyle (local) S. S. Schuyler (n) J. B. Finger (cl) | W. V. Cowgill |
| | Plain Dealer | | | | | | | | | |
| | (m) **182,748** | .42 | .... | (I-D) (AP, UP, US, NANA) (*S) (†) (E) (155) | Plain Dealer Pub. Co. Ben P. Bole, Pres. | Paul Bellamy Nat Howard | Phil Porter and Jim Collins (ce) Sam Otis (sp) Wm. G. Vorpe (Su) | John S. McCarrens J. A. Van Buren John Kirk (bm) | Sterling Graham B. A. Collins (n) K. K. Hackathorn | H. D. Ashby |
| | Sunday edition | | | | | | | | | |
| | (S) **336,713** | .52 | .... | | | | | | | |
| | Press | | | | | | | | | |
| | (e) **181,615** | .42 | .... | (I) (UP) (†) (E) (131) | Scripps Pub. Co. R. P. Scripps, Pres. | L. B. Seltzer Virgil Reppeto | Wm. Crowell Stuart Bell (sp) | J. G. Meilink (bm) C. D. O'Rourke (cm) | J. L. Irvin F. N. McGehee (n) | ..... |
| COLUMBUS | Citizen | | | | | | | | | |
| 290,564 | (e) **76,542** | .20 | .... | (I) (UP) (E) (131) | Citizen Pub. Co. | Edward A. Evans Claud F. Weimer | W. Dale Frazier Lew Byrer (sp) | C. McTammany (bm) B. J. Hoffman (cm) | S. F. Needham, Adv. Dir. E. N. Hart (n) H. S. Schober (cl) | Wm. S. Edkin |
| 311,653 (ABC City) | | | | | | | | | | |
| | Dispatch | | | | | | | | | |
| | (e) **127,962** | .24 | .... | (I) (AP, INS) (E) (114) | H. P. Wolfe | N. A. Kuehner | Walter J. Stahl E. Penisten (sp) Ned Doyle (Su) | A. E. Campbell (bm) C. S. Wilson (cm) | Harvey R. Young L. B. Hill (n) C. T. Hardin (cl) | A. D. Hartung |
| | Sunday edition | | | | | | | | | |
| | (S) **99,072** | .24 | .... | | | | | | | |
| | Ohio State Journal | | | | | | | | | |
| | (m) **49,125** | .13 | .125 | (R) (AP) (†) (E) (140) | Edgar T. Wolfe | J. A. Meckstroth K. D. Tooill | Chas. Cummings Robt. Hooey (sp) | Walter J. Reck W. H. Rible (bm) L. C. Hess (cm) | W. W. Pierce, Jr. Dick Jemison (n) Herbert Thomas (cl) | C. F. Tessier |
| CONNEAUT | News-Herald | | | | | | | | | |
| 9,691 | (e) 3,478 | .0225 | .02 | (R) (UP) (J) (36) | Conneaut Ptg. Co. C. A. Rowley, Pres. | Victor Free | James Mohan (sp) | J. W. Quigley (bm) | Geo. Shultis | Herbert Hogan Dill Southwick (j) |
| COSHOCTON | Tribune & Times-Age | | | | | | | | | |
| 10,908 | (e) **6,094x** | .03 | .03 | (I) (INS) (36) | Tribune Co. L. M. Wallace, Pres. | Robt. B. Wallace (me) | Lester S. Boyd Ed Ryan (sp) | L. M. Wallace S. W. Gosser (cm) | C. S. Siegrist N. B. Hall (n) M. T. Dawson (cl) | W. E. Strasser |
| | Sunday edition | | | | | | | | | |
| | (S) **6,077x** | .03 | .03 | | | | | | | |
| COVINGTON | Stilwater Valley News | | | | | | | | | |
| 1,807 | (e) 1,956 | .03 | .... | (I) (INS) (J) (40) | H. C. Marlin | H. C. Marlin | ..... | ..... | ..... | ..... |
| DAYTON | Herald | | | | | | | | | |
| 200,982 | (e) **44,126** | .10 | .07 | (I) (UP) (†) (E) (140) | Burkam-Herrick Pub. Co. E. G. Burkam, Pres. | Dwight E. Young | E. M. Rossiter Bob Husted (sp) | Ralph M. Jones A. J. Wilson (bm) C. E. Snyder (cm) | Gordon Wents A. J. Yoder (n) John Schwieterman (cl) | Tom Gougarty |
| | Journal | | | | | | | | | |
| | (m) **22,962** | .08 | .... | (R) (AP, UP) (†) (E) (140) | Burkam-Herrick Pub. Co. | Dwight E. Young | J. M. Long Jacob Frong (sp) E. M. Rossiter (Su) | | | |
| | Sunday edition | | | | | | | | | |
| | (S) **45,122** | .10 | .... | | | | | | | |
| | News | | | | | | | | | |
| | (e) **53,531** | .12 | .... | (I-D) (AP, UP, CP, NYHT) (†) (E) (127) | News Pub. Co. James M. Cox, Pres. | Walter Locke D. E. Kumler | J. J. Conners Simon Burick (sp) Howard Burba (Su) | James M. Cox, Jr., V-P. Glenn L. Cox (cm) | Jos. H. Kelly (local) Hughlett Hollyday, Jr. (n) | Earl Barker |
| | Sunday edition | | | | | | | | | |
| | (S) **48,597** | .10 | .... | | | | | | | |
| DEFIANCE | Crescent-News | | | | | | | | | |
| 8,818 | (e) 3,973 | .02 | .021 | (I) (INS) (†) (105-4) | Crescent Ptg. Co. E. E. Carter, Pres. | Ralph W. Peters | Homer J. Schutt | Lee O. Tustison | Lloyd V. Tuttle Lee O. Tustison (n) Pauline Weaver (cl) | Ralph Warren |
| DELAWARE | Gazette | | | | | | | | | |
| 8,675 | (e) 2,825 | .02 | .018 | (I) (INS) (†) (J) (36) | W. D. Thomson | W. D. Thomson | W. J. Campbell H. C. Thomson (sp) | W. D. Thomson Nora Decker (cm) | Wm. Zimmer M. T. Gay (n) | O. B. Case |
| DELPHOS | Herald | | | | | | | | | |
| 5,672 | (e) 1,247 | .018 | .... | (I) (UP) (†) (J) (105-4) | Delphos P. & P. Co. | A. J. Laudick | ..... | L. C. Laudick | L. C. Laudick | ..... |
| DENNISON | Paragraph | | | | | | | | | |
| 4,529 | (e) 1,751 | .025 | .... | (D) (AP) (J) 79) | G. C. Haverstack | G. C. Haverstack | ..... | Marguerite Maher | ..... | H. M. Russell |
| DOVER | Reporter | | | | | | | | | |
| 9,716 | (e) 7,231 | .03 | .025 | (I) (INS) (J) (36) | Tuscarawas Pub. Co. A. A. Hoopingarner, Pres. | H. C. Hagloch (me) | Clyde Shaffer (sp) | A. A. Hoopingarner Edward Schoelles (bm) | David L. Lindberg E. Schoelles (n) Tom L. Doods (cl) | Clifford L. Smith Alvin Weber (j) |
| EAST LIVERPOOL | Review | | | | | | | | | |
| 23,329 | (e) **10,545x** | .045 | .045 | (R) (AP, INS, UP) (36) | E. Liverpool Pub. Co. L. H. Brush, Pres. | Frank R. O'Hanlon | Howard J. Kaufman R. S. Elliott (sp) | Roy D. Moore C. V. Hughes (bm) R. Hindley (cm) | C. L. Smith C. V. Hughes (n) R. Hindley (cl) | Walter Niblock |
| EAST PALESTINE | Leader | | | | | | | | | |
| 5,207 | (e) 1,625 | .025 | .... | (I-R) (UP) (J) (79) | C. L. Merwin | C. L. Merwin | R. W. Merwin | R. W. Merwin | ..... | Geo. McCarthy |
| ELYRIA | Chronicle-Telegram | | | | | | | | | |
| 25,633 | (e) **9,633** | .045 | .03 | (I-R) (UP) (36) | Lorain County P. & P. Co. A. C. Hudnutt, Pres. | J. C. George A. C. Hudnutt | J. C. George R. L. Davies (sp) | A. C. Hudnutt Russell Stokely (cm) | L. F. Reisinger James Van Horn (cl) | W. R. Blayney |
| FINDLAY | Republican-Courier | | | | | | | | | |
| 19,363 | (m) **8,983** | .045 | .... | (I) (AP, UP, INS) (36) | Findlay Pub. Co. I. N. Heminger, Pres. | R. L. Heminger H. A. Fish | H. A. Fish A. D. Groves | I. N. Heminger (bm) J. R. Schuck (cm) | L. W. Jaqua Edna Decker (n) R. Houston (cl) | Frank Camp |
| FOSTORIA | Review | | | | | | | | | |
| 12,790 | (e) **1,689** | .02 | .... | (R) (UP) (†) (J) (41) | E. M. Hopkins | E. M. Hopkins | H. E. Stout V. E. Switzer (sp) | E. M. Hopkins E. Reber (cm) | E. M. Hopkins Nina Frederick (cl) | W. E. Strange A. R. Winkler (j) |
| | Times | | | | | | | | | |
| | (e) 3,177 | .017 | .... | (I-D) (INS) (J) (36) | Roscoe Carle | Albert S. Bryan Stanton Carle | Albert S. Bryan ..... | Stanton Carle Stella V. Hicks (cm) | Stanton Carle Stella V. Hicks (cl) | Ray Hartsock |
| FREMONT | Messenger | | | | | | | | | |
| 13,422 | (e) **4,658** | .03 | .025 | (D) (INS) (†) (28) | Messenger Co. L. E. Kinn, Pres. F. J. Daubel, Pub. | Wm. F. Hedrick F. J. Daubel | Wm. F. Hedrick Albert O'Farrell (sp) | F. J. Daubel K. W. Moody (cm) | H. J. Davis F. J. Daubel (n) | Ed Lloyd |
| | News | | | | | | | | | |
| | (e) **3,362** | .02 | .02 | (I) (UP) (36) | Wrigley Bros. Ptg. Co. Mrs. A. E. Wrigley, Pres. | Geo. A. Hoot | ..... | Amer L. Wrigley Helen Wrigley (cm) | Amer L. Wrigley | ..... |
| GALION | Inquirer | | | | | | | | | |
| 7,674 | (e) 2,287 | .03 | .03 | (I-D) (UP) (J) (40) | Inquirer Ptg. Co. Edgar Koehl, Pres. | C. W. Etsinger W. V. Goshorn | W. L. Goshorn | W. V. Goshorn W. S. Goshorn (cm) | C. S. Rinehart L. E. Smith (n) | Fred Tullis M. G. Fisher (j) |
| GALLIPOLIS | Tribune | | | | | | | | | |
| 7,106 | (e) 2,035 | .025 | .02 | (I-R) (UP) (J) (none) | H. W. Wetherholt | H. W. Wetherholt E. W. Mauck | Rich Faulkner (sp) | ..... | ..... | Eldon Coder C. H. Booton (j) |
| GENEVA | Free Press | | | | | | | | | |
| 3,781 | (e) 1,829 | .02 | .02 | (R) (36) | C. A. Rowley | Corwyn Dray | Eddie Hicock (sp) | C. A. Bonsor E. Taylor (cm) | D Lieb C. A. Bonsor (n) | W. C. Edy |
| GREENFIELD | Times | | | | | | | | | |
| 3,781 | (e) 2,400 | .03 | .025 | (I) (J) (79) | C. Carlton Hartley | C. C. Hartley | Pat Shrock (sp) | C. C. Hartley E. F. Hartley (cm) | C. C. Hartley | C. S. Clouser |
| GREENVILLE | Advocate | | | | | | | | | |
| 7,036 | (e) 6,382 | .03 | .... | (I-D) (UP) (†) (36) | W. A. Browne, Jr. | W. A. Browne, Jr. | ..... | W. E. Browne | ..... | F. Kirby |
| HAMILTON | Journal-News | | | | | | | | | |
| 52,176 | (e) **15,403** | .06 | .053 | (I) (AP) (36) | Journal Pub. Co. Homer Gard, Pres. & Pub. | C. A. Leiter Homer Gard | Hosmer Grosvenor Richard Connelly (sp) | Homer Gard G. E. Holdefer & L. R. Hensley (bm) F. A. Brown (cm) | L. R. Hensley | J. W. Strange |

(*Continued on page 72*)

CINCINNATIANS and their near-city neighbors buy thousands more Times-Stars than any other daily newspaper, which is perhaps the reason for its twenty-sixth consecutive year of lineage leadership in Retail, General, Automotive and Total Display . . . and for its twenty-six years of leadership in Total Advertising.

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# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OHIO (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| IRONTON<br>16,621 | Tribune<br>(e) **4,817**<br>Sunday edition<br>(S) **4,664** | .04<br>.04 | .036<br>.036 | (R) (AP) (36) | Tribune Pub. Co.<br>L. H. Brush, Pres.<br>F. B. Moore, Pub. | F. B. Moore | J. K. Barron<br>S. K. Morris (sp)<br>J. B. Corns (Su) | F. B. Moore<br>J. M. Gorman (cm) | C. A. Walker<br>B. A. Wyatt (n)<br>H. A. Fisher (cl) | C. A. Fell |
| KENTON<br>7,069 | Democrat<br>(e) 2,450<br>News-Republican<br>(e) 2,965 | .015<br>.015 | ....<br>.015 | (D) (UP) (none)<br>(R) (INS) (J) (36) | C. E. Flanagan<br>Republican Co.<br>E. E. Rutledge, Pres. | C. E. Flanagan<br>Edwin S. Rutledge<br>E. E. Rutledge | | J. P. Siemon (cm)<br>E. E. Rutledge<br>J. M. Leoffert (cm) | G. Moore<br>H. E. Talbert<br>E. E. Rutledge (n) | D. A. Flanagan<br>W. E. Kennedy |
| LANCASTER<br>18,716 | Eagle<br>(e) **5,392**<br>Gazette<br>(e) **4,654** | .03<br>.025 | .024<br>.02 | (D) (AP) (J) (36)<br>(I-R) (UP) (41) | Eagle Ptg. Co.<br>C. J. Beach | Edw. Wetzler<br>C. J. Beach | H. V. Phillips<br>A. M. Whitmer<br>Carl Lehman (sp) | Chas. Wetzler<br>Geo. H. Harris (cm)<br>N. F. Boyd (cm) | C. D. Keller<br>W. C. Beach | E. O. Tobin<br>John Shonk |
| LIMA<br>42,287 | News<br>(e) **19,205**<br>Sunday edition<br>(S) **20,351** | .07<br>.07 | .05<br>.05 | (D) (AP) (†) (J) (30) | News Pub. Co.<br>L. S. Galvin, Pres. & Pub. | E. R. Leach<br>T. E. Wilson | R. D. Casey<br>W. E. Snypp (sp) | P. Walther (bm)<br>R. F. Corcoran (cm) | C. B. Hinkle (local)<br>A. J. Gruber (n) | C. Edmiston<br>A. L. Kendall (j) |
| LISBON<br>3,405 | Journal<br>(e) 1,320 | .03 | .... | (R) (J) (79) | Buckeye Pub. Co.<br>O. R. Peterson, Pres. | W. A. Frew | | O. R. Peterson | | O. R. Peterson (j) |
| LORAIN<br>44,512 | Journal & Times-Herald<br>(e) **13,733** | .06 | .... | (I) (AP, UP) (41) | Journal Co.<br>S. A. Horvitz, Pres.<br>David Gibson, Pub. | Frank Maloy | Tex DeWeese<br>John Dunn (sp) | S. C. Thompson<br>H. E. Hughes (cm) | C. H. Norton<br>A. O'Leair (cl) | L. Dickinson |
| MANCHESTER<br>2,009 | Signal<br>(m) 2,392 | .025 | .015 | (R) (†) (J) (79) | Otis White, Pres.<br>White & Wilkerson, Pubs. | R. C. Wilkerson | | R. C. Wilkerson<br>V. H. Wilkerson (cm) | V. H. Wilkerson | Otis White |
| MANSFIELD<br>40,067 | News-Journal<br>(e) **17,463** | .07 | .... | (I) (AP, UP) (41) | Mansfield Journal Co.<br>S. A. Horvitz, Pres.<br>David Gibson, Pub. | Geo. Kochenderfer<br>Don Lindsay | Ed. Stevens<br>Oscar Ruhl (sp) | J. W. Graham (bm)<br>W. W. Bowden (cm) | E. J. Latimer<br>J. M. O'Hara (cl) | P. M. Wragg |
| MARIETTA<br>14,283 | Times<br>(e) **7,889** | .04 | .035 | (I) (UP) (36) | Times Co.<br>F. B. McKinney, Pres. | F. B. McKinley | Wm. T. Lewis<br>Irvin Beagle (sp) | Will P. McKinney<br>L. F. Mottice (cm) | L. E. Toller<br>L. K. Miller (n)<br>Fred Reynolds (cl) | Cecil Echols |
| MARION<br>31,084 | Star<br>(e) **13,485x** | .05 | .033 | (I-R) (INS, AP, UP) (36) | Harding Pub. Co.<br>L. H. Brush, Pres. | Harry S. Elliott (me) | W. T. Buchanan<br>R. H. Kirkpatrick (sp) | James C. Woods (bm)<br>Delmas Jenkins (cm) | Gilmore Hiett<br>C. H. Hatcher (cl) | |
| MARTINS FERRY<br>14,525 | Times<br>(e) **9,131x** | .04 | .04 | (I-R) (INS) (†) (J) (36) | Daily Times Co.<br>A. L. Sedgwick, Pres. | M. A. Aldredge | Willard Ball | A. L. Sedgwick<br>Joe Dunkle (cm) | W. R. May<br>A. Wilson (cl) | Carl Coss<br>W. A. Merton (j) |
| MARYSVILLE<br>3,639 | Tribune<br>(e) 2,004 | .02 | .... | (I-R) (UP) (J) (36) | Huber Bros. & Otto | Irvin C. Henry | | J. M. Huber (bm) | J. M. Huber | J. L. Huber |
| MASSILLON<br>26,475 | Independent<br>(e) **8,410** | .05 | .... | (I-R) (AP) (36) | Independent Co.<br>J. S. Knight, Pres. | C. E. Chidester<br>J. S. Knight | Fred Becker | E. A. Neutzenholzer<br>S. S. Maier (cm) | K. C. DeLong<br>Miss M. E. Cook (n) | |
| MECHANICSBURG<br>1,442 | Telegram<br>(e) 1,087 | .025 | .02 | (R) (J) (79) | Leon Boutwell | | | | | Ralph Tobias |
| MIDDLETOWN<br>29,992 | Journal<br>(e) **9,018**<br>News-Signal<br>(m) 1,256<br>Combined daily<br>(me) 10,274<br>Sunday edition<br>(S) **7,578** | ....<br>....<br>.045<br>.045 | ....<br>....<br>.04<br>.04 | (I) (AP, UP) (36) | E. S. Myers, Pub.<br>J. A. Chew, Pres. | E. S. Myers | R. C. Oglesby<br>Glen Hansel (sp)<br>Wayne Adams (Su) | E. S. Myers<br>Glen Hankins (bm)<br>F. W. Chew (cm) | Glen Hankins<br>F. Ford (n)<br>C. B. Quigley (cl) | W. J. O'Brien |
| MOUNT VERNON<br>9,370 | Banner<br>(e) 1,730<br>Republican-News<br>(e) **4,751x** | .02<br>.025 | .02<br>.025 | (D) (AP) (105-4)<br>(R) (UP) (J) (36) | Stephen J. Dorgan<br>Republican Pub. Co.<br>Ben Ames, Pres. | Gordon C. Nixon<br>Justin E. Devalon<br>Chas. C. Iams | Paul Feeney<br>Ralph Harris (sp)<br>Fred Lorey<br>R. V. Hess (sp) | Stephen J. Dorgan<br>L. A. Culbertson<br>C. P. Wenger (cm) | Stephen J. Dorgan<br>R. H. Bell<br>C. P. Wenger (cl) | Carl Fettig<br>L. M. Bell |
| NEWARK<br>30,596 | Advocate & American Tribune<br>(e) **13,363x** | .06 | .... | (I) (AP) (†) (J) (36) | Advocate Ptg. Co.<br>C. H. Spencer, Pres. | Chas. H. Spencer | F. A. Woolson<br>Edward Schrack (sp) | C. H. Spencer<br>J. D. Spencer (cm) | C. W. Bluthart<br>F. W. Spencer (n-cl) | J. S. Gilchrist<br>Amos Burton (j) |
| NEW PHILADELPHIA<br>12,365 | Times<br>(e) 8,716 | .04 | .036 | (I) (UP) (J) (36) | Democrat Pub. Co.<br>J. E. Hurst, Pres. | I. Dale Empfield | Eugene Hurst (sp) | J. E. Hurst<br>E. F. Schumaker (cn) | D. G. Warner<br>F. R. Hurst (cl) | L. F. Kimmel<br>J. E. Hurst (j) |
| NILES<br>16,313 | Times<br>(e) 3,030 | .03 | .... | (I) (UP) (†) (J) (41) | Mahoning Val. Newsp., Inc.<br>J. L. Wick, Pres. | James L. Wick | Lawrence O'Brien | James L. Wick<br>Roy Forsman (bm)<br>Lewis Zobawa (cm) | M. I. Wick | |
| NORWALK<br>7,776 | Reflector-Herald<br>(e) 4,182 | .021 | .... | (R) (UP) (J) (36) | R. C. Synder | D. A. White | | D. A. White<br>M. T. Doane (cm) | R. A. Fisher | R. D. Simon |
| PAINESVILLE<br>10,944<br>15,901 (ABC City) | Telegraph<br>(e) **5,399** | .035 | .... | (R) (UP) (J) (36) | Telegraph-Republican Co., Inc.<br>C. A. Rowley, Pres. | H. E. Johnson<br>C. A. Rowley | H. E. Johnson<br>Larry Hauck (sp) | H. E. Heyes (bm)<br>J. A. Thomson (cm) | R. Norris Heyer<br>C. A. Evans (n)<br>Clifford Sheats (cl) | L. L. Bruce<br>H. B. Hurst (j) |
| PIQUA<br>16,009 | Call<br>(e) 6,354 | .03 | .... | (I-R) (UP) (36) | Call Pub. Co.<br>C. F. Ridenour, Pres. | C. F. Ridenour<br>Ray Heater | Kenneth Shofstahl<br>Paul Murray (sp) | C. F. Ridenour<br>Paul W. Stiles (cm) | Paul W. Stiles<br>H. Marshall (n) | Lewis Davidson |
| POMEROY<br>3,563 | Tribune<br>(e) 2,311<br>Sunday edition<br>(S) 2,311 | .04<br>.04 | ....<br>.... | (R) (INS) (J) (79) | Meigs Pub. Co.<br>C. Ebersbach, Pres. | C. A. Schaefer<br>T. Ebersbach | C. A. Schaefer | C. Ebersbach<br>R. L. Lide (bm)<br>J. Hart (cm) | R. L. Lide | Geo. Hoeflick |
| PORTSMOUTH<br>42,506<br>53,304 (ABC City) | Times<br>(e) **15,346**<br>Sunday edition<br>(S) **14,114** | .07<br>.07 | .035<br>.035 | (R) (AP, UP, INS) (36) | Times Pub. Co.<br>Louis H. Brush, Pres. | Murray Powers | Ernest Schusky<br>Lynn Wittenburg (sp) | R. F. Fletcher (bm)<br>Harry Foehr (cm) | Vic Merson<br>Helen Willim (cl) | Frank Duncan |
| RAVENNA<br>8,123 | Record<br>(e) 4,328 | .025 | .029 | (I) (UP) (J) (36) | Record Pub. Co.<br>A. V. Dix, Pres. | Angelo R. Sicuro<br>Albert V. Dix | Angelo R. Sicuro | A. V. Dix<br>R. C. Meier (cm) | W. J. Tolbert | C. E. Nodine<br>F. Engelhard (j) |
| ST. MARYS<br>5,433 | Leader<br>(e) 2,912 | .025 | .... | (I) (INS) (J) (41) | Leader Ptg. Co. | A. C. Buss | K. C. Geiger | A. C. Buss | H. M. Blair | H. W. Buss |
| SALEM<br>10,611 | News<br>(e) **3,243** | .02 | .... | (R) (AP, INS, UP) (J) (36) | Salem Pub. Co.<br>L. H. Brush, Pres.<br>R. W. Hawley, Pub. | R. W. Hawley<br>F. J. Wise | | R. W. Hawley<br>W. J. Groves (cm) | R. M. McCullough | C. C. Riester (j) |
| SANDUSKY<br>24,622 | Register<br>(m) **6,478**<br>Star-Journal<br>(e) **6,504**<br>Combined daily<br>(me) **12,982**<br>Sunday edition<br>(S) **7,849**<br>Evening & Sunday<br>(ES) ..... | ....<br>....<br>.07<br>....<br>.07 | ....<br>....<br>.057<br>....<br>.057 | (R) (AP) (36)<br>(D) (UP) (36) | Sandusky Newspapers, Inc.<br>R. C. Snyder, Pres. | R. C. Snyder (m)<br>Earl Walrath (e)<br>Paul Heiberger (me-m)<br>Ed Ways (me-e) | Bud Bittner (sp-m)<br>Mel Harmon (sp-e) | R. C. Snyder<br>John D. Mack (bm)<br>Lambert Liddell (cm) | R. C. Snyder | Carl Hauts |
| SHELBY<br>6,198 | Globe<br>(e) 2,250 | .03 | .... | (I) (INS) (J) (40) | Stambaugh & Stambaugh | R. L. Castor | | J. C. Stambaugh (bm) | J. C. Stambaugh | E. Bricker |
| SIDNEY<br>9,301 | News<br>(e) 4,450 | .025 | .025 | (D) (INS) J) (none) | Sidney P. & P. Co.<br>E. C. Amos, Pres. | J. O. Amos | H. A. Amos<br>C. A. Watkins (sp) | E. C. Amos<br>W. T. Amos (bm) | E. C. Amos | F. A. Taubken |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OHIO (Continued)

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SPRINGFIELD... 68,743 | News (e) | 15,929 | .... | .... | (I-D) (AP, UP) (E) (127) | Springfield Newspapers, Inc. James M. Cox, Pres. Edgar Morris, Pub. | Walter Locke..... Bert A. Teeters..... | ..... ..... | Edgar Morris..... E. C. Meredith (cm) | W. H. Baird..... | ..... |
| | Sun (m) | 13,825 | .... | .... | | | | | | | |
| | Combined daily (me) | 29,854 | .10 | .096 | | | | | | | |
| | Sunday edition (S) | 20,168 | .... | .... | | | | | | | |
| | Evening & Sunday (ES) | ..... | .10 | .096 | | | | | | | |
| STEUBENVILLE.. 35,418 | Herald-Star (e) | 18,300± | .07 | .07 | (I-R) (AP, UP, INS) (140) | Herald Ptg. Co..... L. H. Brush, Pres. | N. Edward Worstall (me) | Malcolm Brady..... Dick Shelton (sp).... | Roy D. Moore..... H. W. Nichols (bm).. G. M. Gilmore (cm) | J. M. Long..... Barney Aureden (cl) | ..... |
| TIFFIN..... 16,428 | Advertiser-Tribune (e) | 6,761 | .035 | .025 | (I) (UP) (†) (J) (36) | Advertiser-Tribune Co. E. T. Rodgers, Pres. | J. H. Thompson..... | R. H. Keller..... Jess Williams (sp)... | E. T. Rodgers..... Mrs. Gladys Snyder (cm) | Ivan Hesson..... E. T. Rodgers (n).... | Glen Ferris Ray Gorsuch (j) |
| TOLEDO..... 290,718 | Blade (e) | 121,503 | .33 | .... | (I-R) (AP, INS) (†) (15) | Blade Co..... Paul Block, Pres. & Pub. | Grove Patterson..... C. R. Corbin..... | Fred Mollenkopf.... R. A. French (sp).... | S. C. Speer (bm)..... Frank S. Newell (cm) | W. E. Myers..... F. E. Cottrell (n) L. E. Newmyer (cl) | E. P. Doyle |
| | News-Bee (e) | 58,062 | .22 | .102 | (I) (UP) (E) (131).. | Toledo Newspaper Co. J. F. Pollock, Pres. | Robert S. Brown.... Larry L. Sisk..... | Ray O. Williams.... Frank Buckley (sp).. | W. C. Coutney (bm) Glen L. Morrison (cm) | Worth C. Coutney... Burley Laurimore (cl) | ..... |
| | Times (m) | 19,982 | .10 | .075 | (I) (AP, US) (*S) (15) | Paul Block..... | John D. Dun..... H. H. Hartley..... | L. O. Harshman..... Paul Schrader (sp)... | R. C. Patterson, V-P. D. A. Wiley (asst. bm) F. S. Newell (cm) | C. F. Tefft..... D. A. Wiley (n) | L. F. Long |
| | Sunday edition (S) | 48,788 | .18 | .12 | | | | | | | |
| TORONTO..... 7,045 | Tribune (e) | 1,612 | .03 | .025 | (D) (INS) (†) (79).. | Forrest Richmond... | Forrest Richmond... | ..... | Fern Richmond (bm). | Forrest Richmond (n) Olive Lawson (cl) | |
| TROY..... 8,675 | News (e) | 2,733 | .02 | .015 | (R) (UP) (J) (36)... | Miami Union Pub. Co. H. A. Pauly, Pres. | H. A. Pauly..... R. D. Steinmetz..... | W. J. Miller..... ..... | A. C. McClung..... Howard Mattocks (cm) | Chas. Mattocks..... E. K. Adams (cl).... | L. A. Compton E. C. Diltz (j) |
| UHRICHSVILLE.. 6,437 | Chronicle (e) | 2,448 | .02 | .... | (R) (INS) (36)..... | Chronicle Co..... Pearl S. McCloy, Pres. | Donald W. Stoutt... | Wm. H.. Stoutt (sp).. | Donald W. Stoutt... | Wm. H. Stoutt..... | J. F. Derry |
| UPPER SANDUSKY.... 3,889 | Chief (e) | 2,815 | .015 | .018 | (D) (UP) (J) (105-4) | Daily Chief Co..... S. W. Martin, Pres. | Chas. U. Read..... | Paul Creger..... | Chas. U. Read..... | Tom Tschants..... | Wallace Steine Frank Bowman (j) |
| | Union (e) | 2,208 | .015 | .... | (R) (AP) (J) (28)... | Wyandot Union Pub. Co. | L. M. Newcomer (me) | ..... | ..... | ..... | ..... |
| URBANA..... 7,742 | Citizen (e) | 4,658 | .025 | .021 | (R) (UP) (J) (36)... | Gaumer Pub. Co.... C. F. Ridenour, Pres. | Herman E. Harner... | Lee Dimond..... J. Weymouth (sp)... | H. E. Harner..... Fax Ludlow (cm).... | L. C. Hovey..... P. A. Thomas (cl)... | L. A. Thomas W. Upham (j) |
| VAN WERT..... 8,472 | Bulletin (e) | 2,895 | .015 | .... | (R) (INS) (J) (105-4) | J. H. Foster's Sons... | C. Foster..... | ..... | J. H. Foster (bm)... | ..... | C. E. Walls |
| | Times (e) | 2,848 | .02 | .014 | (I-D) (UP) (J) (41). | Times Ptg. Co..... F. G. Owens, Pres. | Ford G. Owens..... Julius Chandler..... | Howard Draving (sp). ..... | Ford G. Owens..... A. C. Feigert (cm)... | A. C. Feigert..... ..... | Ira Redlinger Wilbur Kohn (j) |
| WAPAKONETA... 5,378 | News (e) | 3,594 | .025 | .... | (I) (UP) (J) (none). | Democrat Ptg. Co... C. K. Rockwell, Pres. | R. P. Melching..... | ..... | C. K. Rockwell (bm). | ..... | A. L. Edmiston C. K. Rockwell (j) |
| WARREN..... 41,062 | Tribune-Chronicle (e) | 11,688 | .055 | .04 | (R) (AP) (36)..... | Tribune Co..... Zell Hart Deming, Pres. | Thos. H. Deming.... | Stanley E. Hart..... Tommy Thompson (sp) | Zell Hart Deming... Clarence E. Gilliam (bm) | Griswold Hurlbert... Bertha Stephens (n) Mary Louise Rice (cl) | Ed Gossard, Jr. |
| WASHINGTON C. H. Herald 8,426 | (me) | 2,809 | .025 | .... | (I) (AP (41)..... | Herald Pub. Co..... J. H. Harper, Pres. | Jos. H. Harper..... Howard Harper..... | B. E. Kelly..... R. H. Goddard (sp).. | Jos. H. Harper..... R. E. McCoy (bm).. | R. E. McCoy..... | V. M. Mitchem |
| WELLSTON..... 5,319 | Sentinel (e) | 1,586 | .035 | .... | (R) (UP) (J)..... | Sentinel Pub. Co.... | G. Morrow..... | ..... | ..... | ..... | ..... |
| WELLSVILLE.... 7,956 | News (e) | 3,042 | .03 | .... | (I) (UP) (J) (79)... | G. C. Davis..... | G. C. Davis..... | Dan Thompson (sp). | G. C. Davis..... W. F. Menough (cm). | Chas. H. Vaughn.... Mrs. Francis Menough (cl) | F. C. Gillhan |
| WILMINGTON... 5,035 | News-Journal (e) | 3,823 | .025 | .... | (R) (AP) (J) (30)... | News-Journal Co.... W. J. Galvin, Pres. | W. J. Galvin..... | R. F. Appel..... R. C. Stratton (sp)... | Wayne W. Galvin... R. M. Lukens (cm).. | R. C. Stratton..... R. M. Lukens (n).... | Roy Brown W. B. Hansford (j) |
| WOOSTER..... 10,764 | Record (e) | 8,529 | .035 | .... | (I) (INS) (36)..... | Record Pub. Co..... Albert Dix, Pres... E. C. Dix, Pub. | E. H. Hauenstein.... E. C. Dix..... | E. H. Hauenstein.... Harold Murray (sp).. | E. C. Dix..... J. A. Flood (cm)..... | Raymond E. Dix.... E. C. Dix (n) | Earl Snyder |
| XENIA..... 10,507 | Gazette (e) | 5,081 | .03 | .03 | (R) (UP) (36)..... | Chew Pub. Co..... J. A. Chew, Pres. | R. A. Higgins..... | Phil Frame (sp)..... | E. S. Myers..... | M. J. Lawler..... H. Creamer (n) W. A. King (cl) | C. A. Swarts |
| YOUNGSTOWN... 170,002 | Telegram (e) | 22,142 | .11 | .... | (I) (UP) (†) (131).. | Telegram Co..... J. T. Waters, Pres. | L. L. Leake..... | James A. Rowan.... M. J. McHale (sp)... | J. T. Waters..... J. J. Morrisey (cm)... | H. R. Craig..... H. E. Harper (n) H. E. Clarke (cl) | ..... |
| | Vindicator (e) | 29,400 | .11 | .069 | (I-D) (AP, INS, CP) (*S) (76) | Vindicator Ptg. Co... J. H. Clarke, Pres. Wm. F. Maag, Jr., Pub. | Wm. F. Maag, Jr.... George Madtes..... | Wm. L. Powers..... Frank E. Ward (sp).. Arthur D. Maag (Su). | Wm. F. Maag, Jr.... W. O. Brown (bm)... B. M. Knight (cm).. | W. O. Brown..... Harold B. Burtt (cl) | ..... |
| | Sunday edition (S) | 27,361 | .11 | .069 | | | | | | | |
| ZANESVILLE..... 36,444 | Times-Recorder (m) | 19,979 | .... | .... | (R) (AP) (36)..... | Zanesville Pub. Co... W. O. Littick, Pres. | W. O. Littick..... C. E. Granger (me-m) F. L. Bohm (me-e)... | E. V. Cotter (m).... C. V. O'Donnel (e).. H. Spencer (sp-m)... Alan Gonder (sp-e) Harry Basehart (Su) | O. B. Littick..... H. C. Littick (bm)... C. L. Sink (cm)..... | Con S. Nelson..... M. Dosch (n) Francis Dosch (cl) | Wm. Morris |
| | Signal (e) | 8,117 | .... | .... | (D) (UP) (36)..... | ..... | | | | | |
| | Combined Daily (me) | 28,096 | .08 | .08 | | | | | | | |
| | Sunday edition (S) | 10,115 | .035 | .035 | (I) (AP) (36) | | | | | | |

## OKLAHOMA

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ADA..... 11,261 | News (e) | 3,206 | .03 | .025 | (D) (AP) (†) (J) (53) | W. D. Little, Pub.... Tom D. McKeown, Pres. | W. D. Little..... Byron Norrell..... | Roy McKeown..... Byron Norrell (Su)... | W. D. Little..... L. A. Grant (cm).... | J. H. Biles..... Ruth Collins (cl).... | T. W. Brydia |
| | Sunday edition (S) | 3,206 | .03 | .... | | | | | | | |
| ALTUS..... 8,439 | Times-Democrat (e) | 3,312 | .04 | .03 | (I-D) (UP) (J) (54). | Altus Pub. Co..... Harrington Wimberly, Pub-Pres. | Harrington Wimberly | M. W. Williams..... Kenneth Kimbel (sp). | Harrington Wimberly Joe House (cm)..... | Frank Pfeiffer..... Lutie Thetford (cl)... | M. Foster E. Carter (J) |
| | Sunday edition (S) | 3,312 | .04 | .... | | | | | | | |
| ALVA..... 5,121 | Review-Courier (m) | 5,121 | .03 | .025 | (I) (UP) (J) (54)... | Review-Courier Pub. Co. H. T. Newton, Pub.-Pres. | Schuyler Allman..... H. T. Newton..... | Schuyler Allman..... E. M. Barker (sp)... | H. T. Newton..... Byron Newton (cm).. | Myron E. York..... Maxime Mitchell (cl). | F. Estle E. M. Barker (j) |
| | Record (m) | 2,213 | .03 | .... | (I) (AP) (J) (28).... | A. W. Doughty..... | O. F. Cayce ..... | B. Bicknel (sp) ..... | A. W. Doughty (bm). | R. F. Kirkpatrick.... | ..... |
| | Sunday edition (S) | 2,263 | .03 | .02 | | | | | | | |
| ANADARKO..... 5,036 | News (e) | 1,650 | .03 | .02 | (D) (UP) (J) (28)... | News Pub. Co..... H. E. Castleberry, Pres. | H. E. Castleberry.... | Mayme Gilmore..... Leslie Chaffin (sp)... | T. W. Holson (bm)... Ira Tonkinson (cm) | Vernon Sanford..... | T. W. Holson |
| ARDMORE..... 15,791 | Ardmoreite (e) | 6,574 | .035 | .... | (I-D) (AP) (†) (74). | Ardmoreite Pub. Co., Inc. J. F. Easley, Pres. | J. F. Easley..... M. E. McWilliams... | M. E. McWilliams... Ramon Martin (sp).. | Albert Riesen..... W. F. Spearman (cm) | Harry Arnold..... E. P. Riese (n) L. Paxton (cl) | M. M. Bramlett |
| | Sunday edition (S) | 6,673 | .035 | .... | | | | | | | |

(*Continued on page 74*)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OKLAHOMA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BARTLESVILLE<br>14,763 | Enterprise<br>(e) **4,292** | .03 | .... | (R) (AP) (†) (74) | Bartlesville Pub. Co.<br>J. S. Leach, Pres. | J. S. Leach | A. B. Hamlin<br>E. L. Cartlidge (sp) | J. S. Leach<br>L. F. Wright (bm)<br>P. S. Fernald (cm) | E. J. Bosley | B. L. Grubb |
| | Examiner<br>(m) **4,784** | .03 | .... | (I) (AP) (J) (53) | Examiner Co.<br>N. D. Welty, Pres. | N. D. Welty | J. J. Speak<br>Ralph Lashbrook (sp) | N. D. Welty<br>Donald R. Welty (bm)<br>W. R. Cooper (cm) | Newell G. Welty<br>Donald R. Welty (n).<br>Marjorie McMurtrie (cl) | E. F. Kysela<br>C. D. Campbell (j) |
| | Sunday edition<br>(S) **4,803** | .03 | .... | | | | | | | |
| BLACKWELL<br>9,521 | Journal<br>(e) 3,029 | .03 | .025 | (I) (UP) (†) (54) | Journal Pub. Co.<br>E. M. McIntyre, Pub.-Pres. | W. F. Bickford | Elmer Woodson<br>Austin Bealmear (sp) | E. M. McIntyre<br>E. V. Cappe (cm) | W. S. Lovelock<br>Roy Watts (cl) | L. Donahue |
| | Sunday edition<br>(S) 3,029 | .03 | .... | | | | | | | |
| | Tribune<br>(m) **8,155** | .07 | .07 | (D) (AP) (84) | Tribune Pub. Co.<br>C. R. Bellatti, Pub.-Pres. | C. R. Bellatti<br>R. M. Bellatti | | C. R. Bellatti<br>Marymarie Sperling (cm) | T. L. Tetirick | J. Sears |
| | Sunday edition<br>(S) **8,179** | .07 | .... | | | | | | | |
| BRISTOW<br>6,619 | Record<br>(e) 2,109 | .035 | .035 | (I) (AP) (J) (none) | Bristow Record Co.<br>L. M. Nichols, Pres. | L. M. Nichols | Ed Birchfiel<br>Tant Birchfiel (sp) | L. M. Nichols<br>T. M. Nichols (bm).<br>John L. Stucker (cm) | Guy C. Millard | H. T. Chambers |
| CHICKASHA<br>14,099 | Express<br>(e) 4,481 | .03 | .02 | (I-D) (AP) (53) | George H. Evans | George H. Evans<br>J. E. Pool | G. H. Crouse (sp) | George H. Evans<br>B. E. Parmalee (cm). | George Dismukes<br>George H. Evans (n)<br>Dale Nease (cl) | Chas. Rhode |
| | Sunday edition<br>(S) 4,481 | .03 | .... | | | | | | | |
| CLAREMORE<br>3,720 | Progress<br>(e) 1,401 | .025 | .... | (D) (113) | A. L. Kates | W. C. Kates | | | W. R. Kinney (n) | |
| CLINTON<br>7,512 | News<br>(e) 3,029 | .035 | .... | (I-D) (UP) (†) (J) (52-153) | Buff B. Burtis | Buff B. Burtis<br>Robt. W. Lindsay | | Covey Page | | |
| | Sunday edition<br>(S) 3,029 | .035 | .... | | | | | | | |
| CUSHING<br>9,301 | Citizen<br>(e) 3,746 | .035 | .... | (I) (UP) (†) (J) (53) | Pub. Co. of Cushing.<br>O. H. Lachenmeyer, Pub. | H. M. Lachenmeyer.<br>C. Rust | Maurice Nichols (sp). | O. H. Lachenmeyer.<br>R. Owen (cm) | John B. Gordon<br>O. H. Lachenmeyer (n)<br>W. D. Peyton (cl) | E. E. Myers<br>R. E. Miller (j) |
| | Sunday edition<br>(S) 3,746 | .035 | .... | | | | | | | |
| DRUMRIGHT<br>4,972 | Derrick<br>(e) 3,387 | .0357 | .... | (I) (UP) (J) (28) | Lou S. Allard | | Ralph S. Smith | L. S. Allard | | |
| | Sunday edition<br>(S) 3,387 | .0357 | .... | | | | | | | |
| DUNCAN<br>8,363 | Banner<br>(e) 2,472 | .03 | .025 | (I-D) (UP) (J) (53). | Duncan Pub. Co.<br>B. L. Abernethy, Pres. | B. L. Abernethy | Francis E. Barden | B. L. Abernethy<br>L. O. Bour (cm) | J. O. Hopper<br>J. H. Abernethy (n) | E. C. Hundley<br>J. M. Bradley (j) |
| | Sunday edition<br>(S) 2,472 | | | | | | | | | |
| DURANT<br>7,463 | Democrat<br>(e) 3,315 | .03 | .025 | (I-D) (UP) (J) (53). | Archibald & Story | R. E. Story | Wesley Dickey<br>Bennett Story (sp) | G. W. Archibald<br>B. S. Story (cm) | G. W. Archibald | H. H. Price |
| ELK CITY<br>5,666 | News<br>(e) 2,817 | .03 | .03 | (D) (UP) (†) (J) (54-153) | Elk City Pub. Co.<br>Al Kavanaugh, Pub.-Pres. | Al Kavanaugh<br>Cullen Johnson | Cullen Johnson<br>Dean Ward (sp)<br>Cullen Johnson (Su) | Al Kavanaugh<br>Bill Carmen (cm) | Al Kavanaugh<br>Anne Fritchie (cl) | J. Grundy<br>E. Williams (j) |
| | Sunday edition<br>(S) 2,817 | .03 | .... | | | | | | | |
| | Times<br>(m) 3,653 | .03 | .03 | (D) (AP) (J) (28) | L. G. Hardy | L. G. Hardy | | S. C. Hardy (bm) | | |
| | Sunday Edition<br>(S) 3,653 | .03 | .... | | | | | | | |
| EL RENO<br>9,384 | Tribune<br>(e) 3,778 | .04 | .04 | (I-D) (AP, UP) (J) (54-153) | El Reno Ptg. & Pub. Co.<br>Davis O. Vandivier, Pres. | Davis O. Vandivier | Paul R. Wade | Davis O. Vandivier | Al Wilson | |
| | Sunday edition<br>(S) 3,778 | .04 | .... | | | | | | | |
| ENID<br>26,399 | News<br>(m) **8,492** | .... | .... | (R) (AP, UP, INS, US) (†) (74) | Enid Pub. Co.<br>M. C. Garber, Pres. | M. C. Garber<br>Tom F. Campbell | Tom F. Campbell<br>Craig Campbell (sp).<br>Waldo G. Clegg (Su) | Wm. M. Taylor<br>Chas. A. Killam (cm) | Elgin E. Freeman<br>L. Moors (cl) | W. A. Nutt |
| | Eagle<br>(e) **5,709** | .... | .... | | | | | | | |
| | Combined edition<br>(me) **14,201** | .09 | .07 | | | | | | | |
| | Sunday edition<br>(S) **9,583** | .09 | .... | | | | | | | |
| FREDERICK<br>4,568 | Leader<br>(me) 2,809 | .035 | .... | (D) (UP) (J) (113) | Frederick Leader Co.<br>J. L. Newland, Pres. | J. L. Newland | | E. J. Newland (bm) | | |
| GUTHRIE<br>9,582 | Leader<br>(e) 6,143 | .05 | .04 | (I) (AP, UP) (53) | Leader Pub. Co.<br>Raymond Fields, Pub.-Pres. | Raymond Fields<br>Lee Bond | C. Curtin | Raymond Fields<br>Audra Willbanks (cm) | Erol Austin<br>Audra Willbanks (cl) | J. Loveless |
| | Sunday edition<br>(S) 6,143 | .05 | .... | | | | | | | |
| HENRYETTA<br>7,694 | Free Lance<br>(e) 1,736 | .035 | .025 | (I) (J) (113) | George Riley Hall | George Riley Hall<br>Hugh C. Hall | | | R. L. Hall | W. E. Colford |
| | Sunday edition<br>(S) 1,736 | .035 | .... | | | | | | | |
| HOBART<br>4,982 | Democrat-Chief<br>(e) 2,569 | .03 | .03 | (I) (UP) (†) (J) (54) | Okla. Newspapers, Inc.<br>Don C. Estes, Pub. | Don C. Estes<br>D. C. Frost | D. C. Frost | Don C. Estes<br>Dean Caldwell (cm). | Joe W. McBride<br>Don C. Estes (n)<br>Joe W. McBride (cl) | Chas Kailey |
| | Sunday edition<br>(S) 2,569 | .03 | .... | | | | | | | |
| HOLDENVILLE<br>7,268 | News<br>(e) 3,730 | .03 | .025 | (I-D) (UP) (J) (54-153) | Tom R. Phillips | Tom R. Phillips<br>J. B. Phillips | J. B. Phillips | Tom R. Phillips<br>Elwood Smith (cm) | Wm. J. Tucker<br>Tom R. Phillips (n)<br>Ruth Porter (cl) | W. E. Raine |
| | Sunday edition<br>(S) 3,730 | .03 | .... | | | | | | | |
| HOLLIS<br>2,914 | News<br>(e) 1,970 | .03 | .03 | (D) (AP) (J) (28) | Oldham, Dial & Meadors | Jack Oldham | | Jack Oldham<br>C. D. Dial (bm)<br>J. O. Meadors (cm) | Jack Oldham | J. O. Meadors |
| HUGO<br>5,272 | News<br>(e) 1,936 | .03 | .0175 | (D) (UP) (†) (J) (53) | W. E. Schooler | Ed Bennett<br>W. E. Schooler | Ed Bennett | W. E. Schooler<br>Guy Hughes (bm)<br>W. E. Schooler (cm) | W. E. Schooler | C. O. Garner |
| | Sunday edition<br>(WS) 1,936 | .03 | .... | | | | | | | |
| LAWTON<br>12,121 | Constitution<br>(e) 3,603 | .03 | .... | (D) (UP) (J) (53) | Constitution Co., Inc.<br>Ned Shepler, Pres. | Ned Shepler | | Fred B. Shepler (bm).<br>W. M. Patton (cm) | W. R. Rice (n) | |
| | Sunday edition<br>(S) 3,603 | .035 | .... | | | | | | | |
| MANGUM<br>4,806 | Star<br>(e) 2,778 | .03 | .... | (D) (UP) (†) (J) (54) | Star Pub. Co.<br>Leibert J. Miner, Pub.-Pres. | L. J. Miner | J. O. Tuton<br>D. Funderburk (sp)<br>J. O. Tuton (Su) | L. J. Miner | Fred Miller<br>L. J. Miner (n)<br>Neva Herd (cl) | R. Reed |
| | Sunday edition<br>(S) 2,778 | .03 | .... | | | | | | | |
| MAUD<br>4,326 | Enterprise<br>(e) 2,194 | .03 | .... | (I) (J) (53) | Maud Newspaper Co.<br>F. T. Smith, Pub. | Floyd R. Rigdon | | Virginia Rigdon | | |
| | Sunday edition<br>(S) 2,194 | .03 | .... | | | | | | | |
| McALESTER<br>11,805 | News-Capital<br>(e) **3,432** | .03 | .... | (I-D) (AP) (J) (53). | News-Capital Co.<br>Fred G. Cowles, Pres. | Leon R. Calonkey | | Fred G. Cowles<br>Lowell S. Turner (cm) | Sherman S. Goss | |
| | Sunday edition<br>(S) **3,431** | .03 | .... | | | | | | | |
| MIAMI<br>8,080 | News-Record<br>(e) **5,230** | .05 | .04 | (I) (AP) (J) (84) | News-Record Pub. Co., Inc.<br>J. A. Robinson, Pres. | C. M. Bartlett<br>H. B. Hutchison | | C. M. Bartlett | | |
| | Sunday edition<br>(S) **5,272** | .05 | .... | | | | | | | |
| MUSKOGEE<br>32,025 | Phoenix<br>(m) **9,789** | .... | .... | (I) (AP, UP) (E) (17) | Okla. Press Pub. Co.<br>C. M. Bixby, Pres. | Joel H. Bixby<br>Paul A. Bruner | John A. Jameson (m)<br>W. T. Huff (e)<br>H. Humphires (sp-m)<br>H. Schaden (sp-e) | Joel H. Bixby<br>Paul J. Schaefer (cm) | Geo. R. Wheeler | |
| | Times-Democrat<br>(e) **8,172** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **17,961** | .10 | .... | | | | | | | |
| | Sunday edition<br>(S) **9,694** | .10 | .... | | | | | | | |
| NEWKIRK<br>2,135 | Reporter<br>(e) ..... | .010 | .... | (I) (J) (none) | | D. M. Hamlin | | J. E. Hamlin | | |

*(Continued on page 76)*

# Uncle Sam and Mother Nature add MILLIONS to Oklahoma's 1934 Spending Power

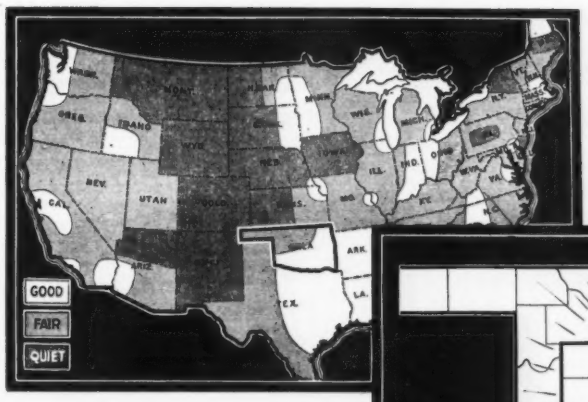
UNCLE SAM, by raising farm prices, stabilizing the price of oil, paying millions in farm bonuses and spending more millions for civil works and highway construction; and Mother Nature, by smiling on Oklahoma farmers with a bumper cotton crop, have combined to make Oklahoma one of the nation's most fertile fields for aggressive sales effort in 1934.

The 1933 harvest brought Oklahoma farmers $122,755,000 . . . an increase of 64% over the previous year. And, IN ADDITION to this extra fat pay envelope, millions of dollars have been and still are being paid to Oklahoma farmers in crop reduction bonuses.

During the first five months of 1934, they will be paid approximately $19,000,000 in cotton, wheat, corn and hog bonuses. An almost equal amount will be paid during the latter half of the year . . . $36,000,000 in bonuses for the year in addition to the regular income from crops. Federal aid to cattle and dairy farmers in the form of bonuses may add more millions to this figure.

These enormous gains in farm buying power, the tremendous improvement in the oil industry and the expenditure of approximately $29,000,000 in federal funds by the PWA and CWA are making Oklahoma a market with above-average ability to respond to sales persuasion in 1934.

Fundamentally, a selling job in this state MUST begin in the Oklahoma City Market. And the most effective, most economical means of telling this market *what, why* and *where* to buy is an adequate advertising program in the two newspapers conspicuously preferred by readers and advertisers alike—the Oklahoman and Times.




LEFT—Business conditions map released in the January, 1934, issue of Nation's Business.

BELOW—The 26-county Oklahoma City Market in which 50.2% of the State's retail purchases are made.

## EXTRA PAY DAYS for Oklahoma Farmers during 1934

| | |
|---|---|
| OVER YEAR'S PERIOD | |
| Hog Bonus Payments | $ 2,393,500 |
| JANUARY–FEBRUARY | |
| Wheat Bonus Payments | 5,860,000 |
| MARCH–APRIL | |
| Cotton Option Profits | 4,000,000 |
| MAY | |
| Cotton Bonus Payments | 3,750,000 |
| Wheat Bonus Payments | 2,357,000 |
| Corn Bonus Payments | 1,943,000 |
| AUGUST | |
| Cotton Bonus Payments | 3,750,000 |
| SEPTEMBER | |
| Cotton Bonus Payments | 3,750,000 |
| Wheat Bonus Payments | 4,250,000 |
| NOVEMBER | |
| Corn Bonus Payments | 1,943,000 |
| DECEMBER | |
| Cotton Parity Payments | 2,120,000 |
| Total | $36,115,500* |

*This total may be increased many millions if favorable Congressional action grants federal aid to cattle and dairy farmers.

## Over Half Oklahoma's Retail Sales Made in the Oklahoma City Market!

THE OKLAHOMA CITY area is Oklahoma's major, most profitable market because it is the area of largest population and greatest spending power . . . an area in which primary sales effort MUST be centered to insure maximum returns from selling effort in Oklahoma.

The Oklahoma City Market alone accounts for over half the state's retail business . . . a volume of sales far in excess of the combined sales of the state's next THREE largest markets. In fact, the retail volume of Oklahoma County alone is greater than that of the entire 11-county A.B.C. retail trading zone of the state's second city.

The Oklahoma City Market must without question be the FIRST consideration of the advertiser who enters Oklahoma. A sales campaign in Oklahoma which does not include the state's largest and most responsive market can only skim the outer fringe of sales possibilities in this prospering state.

## RETAIL SALES IN OKLAHOMA—1933

**From July 11 to November 31, 1933**

**Based on State Sales Tax Figures Released by the Oklahoma Tax Commission**

| | RETAIL SALES | Percent of State Total |
|---|---|---|
| Oklahoma City Market (26-County A.B.C. Retail Trading Zone) | $ 70,938,848 | 50.2% |
| Second Market (11-County A.B.C. Retail Trading Zone) | $ 36,535,801 | 25.8% |
| State Total | $141,245,107* | |

*Additional sales not possible to allocate to specific counties bring state total for 5-month period to $156,496,000.

**THE DAILY OKLAHOMAN**
**OKLAHOMA CITY TIMES**
OKLAHOMA FARMER-STOCKMAN STATION WKY

*Representative* - E. KATZ *Special Advertising Agency*

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OKLAHOMA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| NORMAN | Transcript | | | | | | | | | |
| 9,603 | (e) 3,416 | .035 | .035 | (I) (UP) (†) (J) (54-153) | Transcript-Enterprise Pub. Co. Fred E. Tarman, Pres. | Fred E. Tarman | Roscoe Cate, Jr. | Fred E. Tarman. Harold Belknap (bm) Alfred Sloan (cm) | T. E. Miller. Harold Belknap (n) | E. S. Anthony |
| | Sunday edition (S) 3,416 | .035 | .... | | | | | | | |
| NOWATA | Star | | | | | | | | | |
| 3,531 | (e) 2,150 | .025 | .... | (D) (UP) (J) (113) | J. T. Norton | | | J. T. Norton. Miss V. Dodge (cm) | | A. T. Walters |
| | Sunday edition (S) 2,150 | .025 | .... | | | | | | | |
| OKEMAH | Leader | | | | | | | | | |
| 4,002 | (e) 2,420 | .03 | .03 | (I) (UP) (J) (53) | Okemah Pub. Co. W. G. Strong, Pub-Pres. | Quinton Griffith | | W. G. Strong (bm). F. A. Bernatt (cm) | F. A. Bernatt | H. Washam |
| | Sunday edition (S) 2,420 | .03 | .... | | | | | | | |
| OKLAHOMA CITY | Okla. News | | | | | | | | | |
| 185,389 | (e) **42,754** | .14 | .... | (I) (UP) (†) (131) | Oklahoma News Co. | R. T. Fredericks | Carl V. Little. Jim Hopkins (sp). Carl Little (Su) | John H. Payne (bm). Robt. H. McCoy (cm) | J. H. Foreman. J. W. Stalsworth (n) W. H. Clews (cl) | |
| | Sunday edition (S) **40,880** | .14 | .... | | | | | | | |
| | Oklahoman (m) **92,960** | .... | .... | (I-D) (AP) (mer) (†) (J) (E) (74) | Oklahoma Pub. Co. E. K. Gaylord, Pub-Pres. | E. K. Gaylord. Walter M. Harrison | Jack Bell (m). Morris Moore (e). Bus Ham (sp). R. G. Miller (Su) | Edgar T. Bell. W. M. Halmbacher (cm) | J. I. Meyerson. R. E. Chapman (n) H. J. Rhodes (cl) | W. J. Phillips |
| | Times (e) **86,195** | .... | .... | | | | | | | |
| | Combined daily (me) **179,155** | .40 | .... | | | | | | | |
| | Sunday edition (S) **107,885** | .35 | .... | | | | | | | |
| OKMULGEE | Times | | | | | | | | | |
| 17,097 | (m) **7,856** | .06 | .... | (I) (AP) (†) (74) | Times Pub. Co. | H. H. Horton. J. N. Croom | John Owen. John Gerard (sp). Joe N. Croom (Su) | H. H. Horton. J. T. Horton (cm) | L. J. Reid. L. G. Wilson (n) Eddie Tucker (cl) | O. Cody |
| | Sunday edition (S) **7,964** | .06 | .... | | | | | | | |
| PAWHUSKA | Journal-Capital | | | | | | | | | |
| 5,931 | (e) 3,476 | .04 | .03 | (I-D) (UP) (†) (90) | Osage Newspaper Co., Inc. Rowland Blanc, Pub. | H. G. Funkhouser | H. G. Funkhouser | Rowland Blanc. O. A. Smith (cm) | Rowland Blanc. Mrs. LaUna Evans (cl) | E. V. Michaels |
| | Sunday edition (S) 3,476 | .04 | .... | | | | | | | |
| PERRY | Journal | | | | | | | | | |
| 4,206 | (e) 3,386 | .025 | .025 | (I) (UP) (J) (113) | Wesley K. Leatherock | W. K. Leatherock | Sam Schweiger | W. L. Leatherock. B. F. Lane (cm) | V. E. Sherrod. W. K. Leatherock (n) M. Wadsworth (cl) | H. P. Jones |
| PONCA CITY | News | | | | | | | | | |
| 16,136 | (e) **7,666x** | .05 | .... | (I) (AP) (†) (J) (74) | Ponca City Pub. Co. | Clyde E. Muchmore | Marion R. Cracraft. Frank Muskrat (sp) | Clyde E. Muchmore. C. C. Winner (cm) | John E. Bemis. Sam Buskirk (n). Kathryn Smith (cl) | C. E. Henderson R. L. Goble (j) |
| | Sunday edition (S) **6,720x** | .05 | .... | | | | | | | |
| SAPULPA | Herald | | | | | | | | | |
| 10,533 | (e) 3,304 | .025 | .025 | (I-R) (UP) (J) (none) | John W. Young | John W. Young | Richard M. Caldwell. Margaret Aiken (sp) | John W. Young. Ted Olson (bm). J. H. Jones (cm) | Ted Olson. Chester Miller (n) | J. Archer |
| SAYRE | Herald-Journal | | | | | | | | | |
| 3,157 | (e) 2,226 | .025 | .025 | (I-D) (UP) (†) (J) (none) | Sayre Pub. Co., Inc. W. J. Bacon, Pub-Pres. | A. A. Fischer | Louise Wall | C. H. Bacon (cm) | S. P. Bacon. N. Lancaster (cl) | R. A. Trimble E. M. Newport (j) |
| SEMINOLE | Producer | | | | | | | | | |
| 11,459 | (e) 5,220 | .04 | .035 | (I) (UP) (†) (J) (54) | Producer Pub. Co. James T. Jackson, Pub.-Pres. | James T. Jackson. John M. Virden | John M. Virden. Harold B. Wright (sp) | James T. Jackson. S. A. Franklin (bm). O. J. McDowell (cm) | F. W. Shaylor. L. Blackburn (n). Dorothy Shaylor (cl) | W. R. Jackson H. W. Hoffman (j) |
| | Sunday edition (S) 5,220 | .04 | .... | | | | | | | |
| SHAWNEE | News | | | | | | | | | |
| 23,283 | (m) 10,079 | .... | .... | (I) (AP, UP) (74) | Shawnee News Co., Inc. O. S. Stauffer, Pres. | C. G. Roseberry. R. J. Kingsley | Bryan Roberts. Howard Flieger (Su) | C. G. Roseberry. Vernon Kelson (cm) | Clayton Finch. Howard Cowan (cl) | J. E. Smith |
| | Star (e) 3,418 | .... | .... | | | | | | | |
| | Combined daily (me) 13,497 | .09 | .05 | | | | | | | |
| | Sunday edition (S) 11,750 | .09 | .... | | | | | | | |
| TULSA | Tribune | | | | | | | | | |
| 141,258 | (e) **46,554** | .14 | .10 | (I-D (AP. UP, INS) (mer) (†) (137-142-47) | Tulsa Tribune Co. Richard Lloyd Jones, Pub.-Pres. | Richard L. Jones. Victor F. Barnett | Hugh V. Haddock. Gal Wood (sp). Joe Meyers (Su) | Arka J. Irvin (bm). C. B. McCauley (cm) | J. C. Brandon. E. V. Willey (cl) | E. P. Gaughon (Press) A. D. MacDiarmid (comp) J. A. Hawes (Stereo) |
| | Sunday edition (S) **47,068** | .14 | .... | | | | | | | |
| | World (m) **60,600** | .16 | .14 | (D) (AP, US) (mer) (†) (17) | World Pub. Co. Eugene Lorton, Pub. | N. G. Henthorne | R. D. Maher. B. A. Bridgewater (sp) | F. O. Larson (bm). L. W. McFetridge (cm) | Rex A. Justus. Matt Elder (n). Frank Matton (cl) | O. M. Harper |
| | Sunday edition (S) **61,625** | .16 | .... | | | | | | | |
| VINITA | Journal | | | | | | | | | |
| 4,263 | (e) 1,164 | .03 | .... | (I) (UP) (J) (none) | East Okla. Pub. Co. W. L. Curtis, Pres. | Roy Harding | Ben Funk | Ernest J. Mendel. Hadley Chumley (cm) | Neal H. Pate. Roy Harding (n). Joe Payton (cl) | H. Chumley J. Payton (j) |
| WEWOKA | Times-Democrat | | | | | | | | | |
| 10,401 | (e) 4,019 | .045 | .... | (I) (AP) (†) (J) (53) | Wewoka Press Inc. Robert V. Peterson, Pub. Raymond Fields, Pres. | Louis Blackburn | Nyna Stone | W. H. Wells (cm) | Elmer Castle. Robt. V. Peterson (n) W. H. Wells (cl) | M. L. Heisler G. C. Paine (j) |
| | Sunday edition (S) 4,019 | .045 | .... | | | | | | | |
| WOODWARD | Press | | | | | | | | | |
| 5,056 | (e) 3,055 | .035 | .035 | (I) (UP) (†) (J) | G. C. Lawrence | Clarence Paden | | | Meno Schoenbach | |

## OREGON

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALBANY | Democrat-Herald | | | | | | | | | |
| 5,325 | (e) **3,039** | .04 | .04 | (I) (UP) (†) (102) | Democrat-Herald Pub. Co. W. L. Jackson, Pres. | Thos. D. Potwin. W. L. Jackson | W. C. Eakin. James Clinton (sp) | W. L. Jackson & R. R. Cronise (gm). R. R. Cronise (bm). D. M. Rohrbough (cm) | F. S. Chambers (loc.) R. R. Cronise (n). Mildred Johnston (cl) | Wm. Franklin |
| ASHLAND | Tidings | | | | | | | | | |
| 4,544 | (e) 1,787 | .025 | .025 | (I) (UP) (†) (J) (102) | Ashland Ptg. Co., Inc. Mrs. Lillian Greer, Pres. (Also sold in combination with Lithia City News, combination rate .032 a line) | G. M. Green | Chas. Boyce | G. M. Green. Jo Rice (cm) | J. G. Anderson | R. L. Lindner |
| ASTORIA | Astorian-Budget | | | | | | | | | |
| 10,349 | (e) **3,222** | .04 | .035 | (I) (UP) (mer) (J) (102) | Astorian-Budget Pub. Co. M. R. Chessman, Pub. | M. R. Chessman. J. H. Cellars | Jack Routh | M. R. Chessman. J. H. Verschueren (cm) | Troyer Thompson. Miss Hattie Brown (n) | G. Chandler P. H. Kraetch (j) |
| | Messenger (m) 3,047 | .027 | .... | (I-R) (UP) (28) | Franklin Ptg. Co. C. F. Knapp, Pres. | D. Fulton | Bob Walters (sp) | L. M. Kletzing (bm). J. R. Clough (cm) | R. F. Dalrymple | L. Graham |
| | Sunday edition (S) 3,047 | .027 | .... | | | | | | | |
| BAKER | Democrat-Herald | | | | | | | | | |
| 7,858 | (e) **2,021** | .03 | .03 | (I) (AP) (none) | Democrat-Herald Co., Inc. Lucien P. Arant, Pres. | Bernard Mainwaring | Klass V. Powell | Lucien P. Arant. Ada Whitaker (cm) | Lucien P. Arant. M. M. Arant (cl) | H. Wright |
| BEND | Bulletin | | | | | | | | | |
| 8,848 | (e) 2,143 | .03 | .03 | (R) (UP) (†) (J) (102) | Bend Bulletin, Inc. H. N. Fowler, Pres. | Robert W. Sawyer | R. M. Cox. Phil Brogan (sp) | Robert W. Sawyer. Geo. Curtis (cm) | Frank H. Loggan. J. Sillery (cl) | R. Spencer |
| BURNS | Times-Herald | | | | | | | | | |
| 2,592 | (e) 1,147 | .025 | .025 | (I) (UP) (J) (102) | Burns Times-Herald, Inc. Julian Byrd, Pres. | Julian Byrd | Julian Byrd. Roy C. West (sp) | Douglas Mullarky (bm) | Douglas Mullarky | Chas. A. Byrd |
| CORVALLIS | Gazette-Times | | | | | | | | | |
| 7,585 | (e) 2,112 | .03 | .... | (R) (AP, UP) (mer) (J) (8) | Corvallis Gazette-Times C. E. Ingalls, Pres. | C. E. Ingalls | M. K. Myers. B. S. Hutton (sp) | C. A. Sprague (bm). N. O. Tayler (cm) | N. O. Tayler | G. W. Turina H. F. Fisher (j) |
| EUGENE | News | | | | | | | | | |
| 18,901 | (m) 8,483 | .04 | .041 | (I) (UP) (mer) (†) (102) | Eugene News Pub. Co. J. H. Koke, Pres. | John W. Anderson | Fred Guyon. Dick Strite (sp) | Richard C. Horn. Chas. Polley (cm) | Roger V. Bailey. Levant Pease (n) Josephine Stofiel (cl) | L. J. Shoen |
| | Sunday edition (S) 8,483 | .04 | .... | | | | | | | |
| | Register-Guard (e) **10,923** | .065 | .... | (I) (AP, UP) (†) (84) | Guard Pub. Co. Alton F. Baker, Pub-Pres. | A. F. Baker. W. M. Tugman | Walter Coover. Richard Johnston (sp) | Alton F. Baker. G. S. Garner (cm) | Kenneth H. Lawrence (n) | J. E. Wells |
| | Sunday edition (S) **10,849** | .065 | .... | | | | | | | |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## OREGON (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| GRANTS PASS<br>4,666 | Courier<br>(e) 2,261 | .03 | .03 | (I-R) (AP) (mer) (J) (none) | A. E. Voorhies | Earle E. Voorhies | Rex. Tussing | A. E. Voorhies | Noble D. Stanton | I. B. Dawley<br>J. R. Higginbotham (j) |
| KLAMATH FALLS<br>16,093 | News<br>(m) **1,890** | .... | .... | (I) (AP, UP) (102) | Herald Pub. Co.<br>News Pub. Co.<br>Frank Jenkins, Pub-Pres. | Frank Jenkins<br>Malcolm Epley | Joe Pigney | Frank Jenkins (bm)<br>Delia McGrath (cm) | | H. Hemmingsen |
| | Herald<br>(e) **2,956** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **4,846** | .05 | .042 | | | | | | | |
| | Sunday edition<br>(S) **1,957** | .05 | .... | | | | | | | |
| LA GRANDE<br>8,050 | Observer<br>(e) 2,325 | .03 | .03 | (I) (AP) (†) (102) | H. W. Fredericks | H. W. Fredericks | Nolan Skiff | H. M. Finlay (bm) | | G. Lockwood |
| MARSHFIELD<br>5,287 | Coos Bay Times<br>(e) 4,392 | .05 | .05 | (I-R) (UP) (†) (102) | Coos Bay Times Pub. Co.<br>Sheldon F. Sackett, Pub-Pres. | C. J. Gillette | Wendell Webb<br>Cyril Jasmin (sp) | C. J. Gillette<br>Ray Miller (cm) | Ella Howard<br>L. Hall (cl) | B. Klebe |
| MEDFORD<br>11,007 | Mail-Tribune<br>(e) **4,441** | .035 | .... | (I) (AP, UP) (mer) (†) (102) | Medford Ptg. Co.<br>Robert W. Ruhl, Pub. | Robert W. Ruhl<br>E. C. Ferguson | Arthur Perry | Ernest Gilstrap<br>Jerry Latham (cm) | Herb Gray<br>Carol Wall (cl) | A. F. Stennett |
| OREGON CITY<br>5,761 | Enterprise<br>(m) 2,806 | .03 | .025 | (R) (UP) (J) (102) | Edward E. Brodie | Edward E. Brodie | Pete Laurs<br>J. B. Johnson (sp)<br>Pete Laurs (sp) | C. F. Bollinger (bm)<br>Carl Gregory (cm) | W. E. Hummel | G. Howell |
| | Sunday edition<br>(e) 2,806 | .03 | .... | | | | | | | |
| PENDLETON<br>6,621 | East Oregonian<br>(e) **3,015** | .03 | .03 | (I) (AP) (†) (102) | East Oregonian Pub. Co.<br>F. W. Lampkin, Pres. | E. B. Aldrich | Mrs. Elsie Dickson<br>F. E. Byers (sp) | F. W. Lampkin (bm)<br>J. M. Dunning (cm) | C. J. Larson | F. L. Baker<br>C T. J. Larson (j) |
| PORTLAND<br>301,815 | Journal of Commerce<br>(m) 1,767 | .07 | .036 | (I) (UP) (J) (44) | H. G. Haugsten | W. O. Silverthorn | | J. W. Bushong (cm) | | W. B. McLaughlin |
| | News-Telegram<br>(e) **69,890** | .13 | .107 | (I) (UP) (†) (E) (56) | Portland News Pub. Co.<br>Harry W. Ely, Pub.-Pres. | Tom E. Shea | R. K. Foley<br>Billy Stepp (sp) | Harry W. Ely<br>Ben. M. Reed (cm) | James Kelly<br>Stanley Werschkul (n)<br>Wm. Wiswall (cl) | G. Hoyt |
| | Oregonian<br>(m) **92,458** | .22 | .... | (I-R) (AP, CT, NANA) (mer) (†) (146-6) | Oregonian Pub. Co., Inc.<br>O. L. Price, Pub.-Pres. | Paul R. Kelty<br>Edwin P. Hoyt | Ardex X. Pangborn<br>L. H. Gregory (sp)<br>Edw. M. Miller (Su) | O. L. Price<br>W. E. Hartmus (bm)<br>E. P. Hopwood (cm) | J. T. Crossley<br>P. C. Wicker (n)<br>J. B. Twiford (cl) | David Foulkes |
| | Sunday edition<br>(S) **157,061** | .29 | .... | | | | | | | |
| | Oregon Journal<br>(e) **100,551** | .22 | .... | (I-R) (AP, UP, CP) (mer) (†) (E) (123) | Journal Pub. Co.<br>P. L. Jackson, Pub.-Pres. | B. F. Irvine<br>D. J. Sterling | Arthur L. Crookham<br>George Bertz (sp)<br>Chas. T. Hoge (Su) | P. L. Jackson<br>S. R. Winch (bm)<br>D. H. Smith (cm) | H. R. Failing<br>Will Hessian (n)<br>J. A. Manin (cl) | |
| | Sunday edition<br>(S) **118,912** | .23 | .... | | | | | | | |
| ROSEBURG<br>4,362 | News-Review<br>(e) 3,542 | .035 | .... | (I) (AP) (mer) (J) (102) | News-Review Co.<br>H. Ellsworth, Pub.<br>Frank Jenkins, Pres. | Harris Ellsworth<br>G. C. Radabaugh | Chas. V. Stanton | Harris Ellsworth (bm)<br>Paul Jenkins (cm) | Lucy Pinkerton<br>M. Hunt (cl) | |
| SALEM<br>26,266 | Capital Journal<br>(e) **9,258** | .06 | .04 | (I) (AP, UP) (102) | George Putman | George Putman<br>Harry N. Crain | Harry N. Crain<br>Fred Zimmerman (sp) | George Putman<br>H. N. Yockey (bm)<br>W. A. Scott (cm) | E. A. Brown<br>Mary Arthurs (cl) | Frank Perry |
| | Oregon Journal<br>(m) 6,457 | .045 | .025 | (R) (AP) (J) (19-8) | Statesman Pub. Co. | Chas. A. Sprague<br>Sheldon F. Sackett | Ralph C. Curtis | Chas A. Sprague<br>Gus Hixson (cm) | Ralph H. Kletzing | E. Donnelly<br>C. H. Talmage (j) |
| | Sunday edition<br>(S) 6,672 | .045 | .... | | | | | | | |
| THE DALLES<br>5,883 | Chronicle<br>(e) **1,847** | .03 | .03 | (R) (UP) (J) (none) | Ben R. Litfin | R. L. Hicks<br>B. R. Litfin | Ralph Mallsap | Ben R. Litfin<br>L. M. Schassen (cm) | R. D Miles<br>H. P. Davey (n) | W. A. Salisbury |

## PENNSYLVANIA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALLENTOWN<br>92,563 | Call<br>(m) **38,405x** | .12 | .... | (I) (AP) (E) (140) | Call Pub. Co.<br>R. W. Weiler, Pres. | P. B. Ruhe<br>C. J. Smith | E. J. McGettigan<br>Jos. McCarron (sp)<br>John Y. Kohl (Su) | P. W. Leisenring<br>R. W. Weiler (cm) | P. W. Leisenring<br>M. E. Yoder (n)<br>Albert Bittner (cl) | H. Sherman |
| | Sunday edition<br>(S) **27,510x** | .12 | .... | | | | | | | |
| | Chronicle & News<br>(e) **15,051x** | .05 | .035 | (I) (AP, UP, INS) (123) | Chronicle & News Pub. Co., Inc.<br>J. W. Stickle, Pres. | Eugene T. Quinn (me) | Wm. D. Reimert<br>Dave DeLong (sp) | John W. Stickle<br>Esther M. Ochs (bm)<br>J. Harold Ryan (cm) | A. H. Frederick<br>Herbert Weible (cl) | H. Dreisbach |
| ALTOONA<br>82,054 | Mirror<br>(e) **25,435x** | .085 | .085 | (I) (UP, CP) (J) (none) | Mirror Ptg. Co., Inc.<br>D. N. Slep, Pres. | H. L. Johnston | E. C. Ake<br>H. Reifsnyder (sp) | D. N. Slep<br>F. M. Hetrick (cm) | F. G. Pearce<br>J. G. Slep (cl) | D. O. Nelson<br>A. Spencer (j) |
| | Tribune<br>(m) 11,374 | .06 | .04 | (I-R) (J) (E) (79) | Times-Tribune Co.<br>H. W. Shoemaker, Pres. | Theodore Arter, Jr. | J. Brantlinger<br>J. Shaner (sp) | A. B. Crane<br>W. C. Gaensle (bm)<br>K. Mahon (cm) | W. C. Gaensle<br>A. B. Crane (n) | L. Lamade<br>A. B. Crane (j) |
| AMBRIDGE<br>20,227 | Citizen<br>(e) 3,750 | .03 | .025 | (I-R) (UP) (J) (41) | Citizen P. & P. Co.<br>F. R. McNees, Pres. | F. R. McNees | C. N. Kinney<br>Barron Bridges (sp) | F. R. McNees<br>J. W. Reid (cm) | E. F. Edwards<br>J. W. Reid (cl) | E. A. Koynen<br>V. R. Arnold (j) |
| ARDMORE<br>38,348 | Main Line Times<br>(e) 4,471 | .06 | .05 | (I) (79) | Phila. Suburban Newspapers, Inc.<br>John C. Marscher, Pres. | Maj. R. D. Whytock<br>J. J. Thompson | Herbert Good | John D. Scheuer<br>T. R. Watkins (cm) | Edward S. Bowman<br>J. D. Scheuer (n) | Bruce Whitlock |
| ASHLAND<br>7,164 | News<br>(e) 2,625 | .03 | .025 | (R) (UP) (J) (79) | E. Nolan Kyler | E. Nolan Kyler | Hubert Strunk | E. Nolan Kyler<br>Elizabeth Strobel (cm) | Kenneth Keller | Kenneth Keller |
| BANGOR<br>5,824 | News<br>(e) 1,442 | .025 | .... | (I) (INS) (J) (79) | W. R. Grubb Estate | W. E. Grubb | | W. E. Grubb | W. E. Grubb | V. Siebert |
| BEAVER<br>5,665<br>31,126 (City Zone) | Times<br>(e) 5,187 | .04 | .... | (I-R) (UP) (79) | Daily Times, Inc.<br>E. L. Freeland, Pres. | E. L. Freeland<br>Jack Malone | Jack Malone<br>W. Anderson (sp) | E. L. Freeland<br>E. J. Harn (bm)<br>Robt. Bryan (cm) | Wm. T. Dentzer<br>M. F. McBrier (n)<br>Sarah Bruce (cl) | E. F. Robinson |
| BEAVER FALLS<br>17,147<br>45,479 (City Zone) | News-Tribune<br>(e) 8,230 | .04 | .... | (I-R) (AP) (J) (19) | Tribune Ptg. Co.<br>John L. Stewart, Pres. | Jas. H. March | H. O. Boettner<br>Jack Henry (sp) | Jas. H. March<br>J. S. McLean (cm) | John S. McLean<br>J. H. March (n) | R. T. Johnson (j) |
| BERWICK<br>12,660 | Enterprise<br>(e) 3,500 | .03 | .... | (I) (UP) (40) | R. L. Harder & R. E. Eyerly | R. L. Harder | | R. E. Eyerly<br>C. A. Laubach (cm) | R. E. Eyerly | |
| BETHLEHEM<br>57,773 | Globe-Times<br>(e) **13,526** | .07 | .07 | (I) (AP, INS) (40) | Globe Pub. Co.<br>F. A. Heim, Pres. | H. B. Farquhar | F. S. Nonnemacher (sp) | R. L. Adams<br>J. G. Williams (cm) | L. C. Atwood<br>W. C. Wannemacher (n)<br>L. C. Horn (cl) | Jos. Breslin |
| BLOOMSBURG<br>9,093 | Press<br>(m) 7,250 | .045 | .... | (I) (AP) (79) | Vanderslice & Eyerly | Paul R. Eyerly | | C. T. Vanderslice (bm)<br>Ray Eyerly (cm) | | J. H. Werkheiser |
| BRADDOCK<br>19,329 | News-Herald<br>(e) 4,804 | .05 | .... | (I) (†) (J) (79) | News Pub. Co.<br>M. Clyde Kelly, Pres.<br>C. W. Kelly, Pub. | Margaret Wolff | James B. Ball, Jr.<br>Fred P. Alger (sp) | Clark W. Kelly<br>Wm. Ellerman (cm) | Morton Frank<br>Mary Horner (cl) | J. L. Bradley<br>M. A. Gabany (j) |
| BRADFORD<br>19,306 | Era<br>(m) **5,653** | .04 | .036 | (I-D) (AP) (79) | Era Pub. Co.<br>Carl G. Milligan, Pres. | David B. Rupley | Merle R. Fiscus<br>J. W. Nelson, Jr. (sp) | Carl G. Milligan<br>Richard Boyle (cm) | Wm. E. Eysinger<br>C. G. Milligan (n)<br>Geraldine Byrnes (cl) | T. E. Hoskins |
| | Star & Record<br>(e) 5,566 | .016 | .... | (R) (INS, US) (none) | Star Pub. Co.<br>R. B. Habgood, Pres. | Fred S. Tetten (me) | G. E. Marsters<br>Fred Sica (sp) | | | M. J. Kellogg |

(*Continued on page 78*)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## PENNSYLVANIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BRISTOL | Courier | | | | | | | | | |
| 11,799 | (e) 2,852 | .03 | .025 | (R) (INS) (J) (40) | Bristol Ptg. Co. S. D. Detlefson, Pres. | S. D. Detlefson | | S. D. Detlefson<br>Mrs. Eliz. Tolen (cm) | Maxwell J. Gordon<br>Mrs. E. E. Haefner (n)<br>Mrs. Ida E. Johnson(cl) | A. J. Markey (j) |
| BROWNSVILLE | Telegraph | | | | | | | | | |
| 8,183<br>51,425 (City Zone) | (e) 8,145 | .05 | .042 | (I) (AP) (†) (J) (79) | Brownsville Pub. Co.<br>J. M. Hickerson, Pres.<br>A. E. Hickerson, Pub. | E. J. Tilton | John Matta, Jr. | Walter Catterall (bm)<br>Chas. Catterall (cm) | M. F. DeShong<br>Agnes Kukora (cl) | Louis Seach<br>E. C. Nichols (j) |
| BUTLER | Eagle | | | | | | | | | |
| 23,568 | (e) 9,269 | .04 | .027 | (I-R) (UP) (none) | Eagle Ptg. Co., Inc.<br>John L. Wise, Pres. | John L. Wise | John L. Wise | B. L. Wise<br>V. L. Wise (bm)<br>J. F. Pollock (cm) | Vernon L. Wise | Ed. Donnel |
| CANONSBURG | Notes | | | | | | | | | |
| 12,558 | (e) 3,171 | .03 | .... | (I) (UP) (J) (79) | Notes P. & P. Co.<br>John L. Stewart, Pres. | Geo. A. Anderson | | J. W. P. Hart (bm) | | |
| CARBONDALE | Leader | | | | | | | | | |
| 20,061 | (e) 5,022 | .04 | .... | (I-R) (J) (79) | F. T. Gelder | F. T. Gelder<br>G. W. Smithing | W. H. Conaughton<br>R. Lewis (sp) | F. Quinn | Isaac Singer | Chas. Hauenstein |
| CARLISLE | Sentinel | | | | | | | | | |
| 12,596 | (e) **3,633** | .04 | .043 | (D) (UP) (J) (68) | The Sentinel | Allan D. Thompson | | J. Vance Thompson | Lester L. Day | M. R. Gearhart |
| CHAMBERSBURG | Public Opinion | | | | | | | | | |
| 13,788 | (e) **6,338** | .045 | .... | (I-D) (AP) (37) | Public Opinion Co.<br>D. Edw. Long, Pres. | Rose K. Gilbert | C. R. Nicklas<br>J. A. Crist (sp) | Herbert S. Foltz<br>C. M. Venable (cm) | Stuart L. Brown | Norman J. Gabler |
| CHARLEROI | Mail | | | | | | | | | |
| 11,260 | (e) 2,546 | .03 | .... | (R) (INS) (J) (79) | Mail Pub. Co., Inc.<br>H. E. Price, Pres. | H. E. McCamic | | H. E. Price<br>S. C. Robinson (cm) | H. E. Price | Herbert Dreyer |
| CHESTER | Times | | | | | | | | | |
| 59,164 | (e) **19,855** | .08 | .08 | (R) (INS, UP) (J) (140) | Chas. R. Long | Chas. R. Long<br>James A. Glenney | Samuel M. Burke<br>Joseph Trout (sp) | Chas. R. Long<br>F. R. Long (bm)<br>H. W. Cullis (cm) | Fred'k R. Long | Harry W. Cullis<br>B. W. Brannan (j) |
| CLEARFIELD | Progress | | | | | | | | | |
| 9,221 | (e) 5,624 | .04 | .028 | (R) (AP) (J) (40) | Progressive Pub. Co.<br>R. H. Sommerville, Pres. | G. A. Stewart | Herb Hile | G. A. Stewart (bm)<br>Wm. Plummer (cm) | R. S. Nightingale | A. M. Braund |
| COATESVILLE | Record | | | | | | | | | |
| 14,582 | (e) 6,596 | .035 | .... | (R) (AP) (40) | C. H. Heintzelman | C. H. Heintzelman | F. B. Manship | H. H. Heintzelman (cm) | Howard Berkey | Paul Donohue |
| COLUMBIA | News | | | | | | | | | |
| 11,349 | (e) 3,704 | .03 | .021 | (I) (UP) (J) (79) | W. E. Crist Estate<br>Ida C. Crist, Pub. | S. S. Crist | C. Gable<br>Harold Kauffman (sp) | S. S. Crist<br>N. C. Crist (bm)<br>Chas. Stair (cm) | S. S. Crist<br>Dorothy Burg (cl) | Joe Willy<br>Sam Klair (j) |
| CONNELLSVILLE | Courier | | | | | | | | | |
| 13,290 | (e) **5,701x** | .04 | .042 | (R) (INS) (J) (79) | Courier Co.<br>J. J. Driscoll, Pres. | John L. Gans (me) | W. S. Stimmel<br>Jas. M. Driscoll (sp) | James J. Driscoll<br>J. Wylie Driscoll (bm) | J. Wylie Driscoll<br>Chas. R. Driscoll (cl) | C. B. McCormick<br>A. H. Shaffer (j) |
| CORRY | Journal | | | | | | | | | |
| 7,228 | (e) 2,641 | .03 | .03 | (D) (UP) (J) (79) | Arthur Colegrove | Arthur Colegrove<br>W. P. Lombard | W. P. Lombard | Arthur Colegrove | H. M. Hall | Thos. Burkhardt<br>P. L. Swanson (j) |
| DANVILLE | News | | | | | | | | | |
| 7,185 | (m) 2,785 | .03 | .... | (I) (UP) (J) (79) | F. P. Angle & Reed McCarty | Reed McCarty | | F. P. Angle | | |
| DONORA | Herald-American | | | | | | | | | |
| 13,905 | (e) 5,807 | .04 | .035 | (R) (AP) (J) (40) | Will H. Watson & Grover W. Boyd, Pubs.<br>W. H. Watson, Pres. | Will H. Watson<br>E. J. McKay | | Will H. Watson<br>Kurt H. Hageman (cm) | Walter L. Smith | J. A. Swanney<br>Ray Elkins (j) |
| DOYLESTOWN | Intelligencer | | | | | | | | | |
| 4,577 | (e) 4,504 | .035 | .025 | (R) (INS) (J) (40) | Intelligencer Co.<br>O. O. Bean, Pub. | Oscar O. Bean (me) | G. S. Hotchkiss<br>A. R. Thomas (sp) | Oscar O. Bean<br>Theodore Fritsche (cm) | Geo. F. Smith | Wm. G. Anderson<br>C. H. Selner (j) |
| DU BOIS | Courier | | | | | | | | | |
| 11,595 | (m) 6,582 | .... | .... | (R) (UP) (J) (79) | Gray Ptg. Co.<br>H. T. Gray, Pres. | W. B. Ross (m)<br>Jason S. Gray (e) | | L. F. Mohney (cm) | L. F. Mohney | |
| | Express (e) 3,380 | .... | .... | (D) (UP) (J) (79) | | | | | | |
| | Combined daily (me) 9,962 | .06 | .... | | | | | | | |
| EASTON | Express | | | | | | | | | |
| 34,468<br>67,923 (ABC City) | (e) **32,027** | .12 | .10 | (I-D) (AP, INS, UP) (mer) (†) (76) | Easton Pub. Co.<br>Blance L. Steele, Pres. | J. H. McGrath | J. H. Merrill<br>Chas. Reilly (sp) | J. L. Stackhouse<br>Paul McPeek (cm) | J. F. Wohlers<br>A. M. Umholtz (n)<br>E. F. Bossard (cl) | W. E. Wilt |
| EAST STROUDSBURG (See Stroudsburg) | | | | | | | | | | |
| ELLWOOD CITY | Ledger | | | | | | | | | |
| 12,321 | (e) 2,941 | .03 | .029 | (I-R) (UP) (41) | Citizens P. & P. Co.<br>Will C. Kegel, Pres. | W. F. Kegel<br>Will C. Kegel | W. F. Kegel | Will C. Kegel | | |
| ERIE | Dispatch-Herald | | | | | | | | | |
| 115,967 | (e) **31,107** | .07 | .065 | (I-R) (AP) (†) (43) | Chas. H. Strong | J. A. Wurzbach<br>A. J. White | E. C. Dalton<br>Ray Peebles (sp)<br>C. Hollinger (Su) | G. B. Emsley (bm)<br>Robt. Pratt (cm) | A. W. Stark<br>W. J. Bailey (cl) | Peter Loesch |
| | Sunday edition (S) **16,928** | .07 | .065 | | | | | | | |
| | Times (e) **30,716** | .07 | .... | (I-R) (INS, UP) (†) | Times Pub. Co.<br>John J. Mead, Pres. | John J. Mead, Jr. | Chas. Wells<br>Jos. Martin (sp) | John J. Mead<br>Geo. J. Mead (bm)<br>N. Gingenbach (cm) | W. O. Strong<br>Richard Daley (n)<br>Wilbur Becker (cl) | F. Johannesen |
| FRANKLIN | News-Herald | | | | | | | | | |
| 10,254 | (e) 6,251 | .045 | .... | (R) (UP) (J) (143) | News-Herald Ptg. Co.<br>W. W. Bleakley, Pres. | James A. Murrin<br>Jas. B. Borland | | Wayne H. Bleakley<br>Geo. A. Fahey (bm)<br>F. M. Bowser (cm) | Geo. A. Fahey | Robt. McCracken |
| GETTYSBURG | Times | | | | | | | | | |
| 5,587 | (e) 5,060 | .03 | .025 | (I) (AP) (J) (37) | Times & News Pub. Co.<br>S. G. Spangler, Pres. | Herbert L. Grimm<br>Paul L. Roy | Richard Wolff<br>Donavan Bream (sp) | Herbert L. Grimm<br>Rhoda Breighner (cm) | Carl Baum | B. G. Shook |
| GREENSBURG | Review | | | | | | | | | |
| 16,508 | (m) **4,016** | .... | .... | (R) (AP) (J) (22) | Tribune-Review Pub. Co.<br>E. A. Sweeny, Pres. | E. Arthur Sweeny | Samuel George (m)<br>Errol Derby (e)<br>Normal Leffler (sp-m)<br>Robt. Hunter (sp-e) | Robt. B. Herbert<br>W. H. Klingensmith, (cm) | J. Floyd Kuhne<br>Wm. Hohn (cl) | F. E. Seifert |
| | Tribune (e) **4,312** | .... | .... | (I) (UP) (J) (22) | | | | | | |
| | Combined daily (me) **8,328** | .06 | .... | | | | | | | |
| GREENVILLE | Record-Argus | | | | | | | | | |
| 8,638 | (e) **3,281x** | .035 | .... | (I-R) (AP) (mer) (†) (J) (79) | John L. Morrison | John L. Morrison | | Melvin A. Blair | Melvin A. Blair | |
| HANOVER | Sun | | | | | | | | | |
| 11,805 | (e) 15,071 | .07 | .... | (I) (AP) (J) (68) | Sun Co.<br>H. D. Sheppard, Pres. | C. H. Meredith<br>H. B. Hostetter | T. Y. Cooper<br>E. H. Wallace (sp) | C. H. Meredith (bm) | J. Y. Yingling | J. H. Dillow |
| HARRISBURG | News | | | | | | | | | |
| 80,338 | (e) **57,632** | .... | .... | (I-D) (UP, INS) (xSat) (E) (76) | Patriot Co. | Dean Hoffman | | R. M. H. Wharton<br>C. H. Morrison (bm)<br>D. Fair (cm) | H. E. Moyer | E. B. Wharton |
| | Patriot (m) **15,658** | .... | .... | (I-D) (AP, US) (E) | | | | | | |
| | Combined daily (me) **73,290** | .16 | .... | | | | | | | |
| | Sunday Courier (S) ..... | .06 | .... | (R) (INS) (J) (none) | Leon Lowengard | | | Leon Lowengard<br>R. Steinmetz (cm) | | C. L. Rupp |
| | Telegraph (e) **40,421** | .11 | .10 | (R) (AP) (†) (E) (140) | Telegraph Ptg. Co.<br>E. J. Stackpole, Pres. | E. J. Stackpole<br>B. C. Welker | Ralph Schreadley (e)<br>Ken Thomas (m)<br>Al. Clark (sp-e)<br>W. G. Jones (sp-m) | A. H. Stackpole<br>S. H. Anderson (cm) | Everett Jones (local)<br>N. S. Rounsley (n)<br>T. M. Parsons (cl) | L. H. Butler<br>Wm. Naugle (j) |
| | Telegraph (m) New Daily | .06 | .05 | | | | | | | |
| | Combined daily (me) ..... | | | | | | | | | |
| HAZLETON | Plain Speaker | | | | | | | | | |
| 44,075 | (e) 11,253 | .... | .... | (I) (AP) (†) (40) | J. R. Dershuck and Henry Walser | | | J. R. Derschuk and Henry Walser | | |
| | Standard-Sentinel (m) 10,542 | .... | .... | | | | | | | |
| | Combined daily (me) 21,795 | .07 | .... | | | | | | | |
| HOMESTEAD | Messenger | | | | | | | | | |
| 20,156 | (e) 4,653 | .035 | .03 | (I-R) (INS) (41) | Messenger Pub. Co.<br>H. P. Wiggins, Pres. | Bert F. Kline | C. H. Kramer<br>J. A. Sullivan (sp) | Bert F. Kline<br>A. Lebedda (cm) | C. P. Crowe<br>Mrs. E. W. Owston(n)<br>P. Linglebaugh (cl) | |

*(Continued on page 80)*

The Pittsburgh Press

# Fifth IN THE WORLD

# First IN PITTSBURGH

IN ADVERTISING VOLUME DURING 1933

First IN PITTSBURGH IN

RETAIL • DEPARTMENT STORE
GENERAL • AUTOMOTIVE
ROTOGRAVURE • TOTAL DISPLAY
CLASSIFIED • TOTAL • DAILY • SUNDAY
ADVERTISING VOLUME

*Authority: Media Records, exclusive of noncompetitive linage in all papers, and advertising sold on group basis in both Sunday papers.*

# The Pittsburgh Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS
230 PARK AVENUE, N. Y. C.

SCRIPPS-HOWARD

MEMBER OF THE UNITED PRESS
AUDIT BUREAU OF CIRCULATIONS
METROPOLITAN SUNDAY NEWSPAPERS *and of* MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS • DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## PENNSYLVANIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HUNTINGDON... 7,589 | News (e) 5,877 | .045 | .... | (R) (UP) (J) (none) | Joseph F. Biddle..... | John H. Biddle..... | John H. Biddle..... | Joseph F. Biddle..... John H. Biddle (bm) Sarah J. Biddle (cm) | Eleanor H. Yenter... | Fred Fluke |
| INDIANA..... 9,556 10,555 (City Zone). | Gazette (e) 9,023 | .06 | .... | (R) (INS) (J) (79).. | Indiana P. & P. Co.. R. N. Ray, Pres. | R. Hastie Ray..... | Frank M. Smith..... | R. Hastie Ray..... John Woods (cm).... | N. DeWitt Ray..... B. Dwight Ray (n).. | P. C. Woolweaver (j) |
| JEANNETTE..... 15,126 | News-Dispatch (e) 3,714 | .05 | .05 | (I-R) (UP) (J) (79). | Jeannette Pub. Co., Inc. C. M. Bomberger, Pres. | C. M. Bomberger.... | Edgar J. Henry..... | C. M. Bomberger.... Geo. H. Scruton (bm) | Geo. H. Scruton..... W. J. Snedden (cl)... | N. C. Griffith I. G. Moyer (j) |
| JERSEY SHORE.. 5,781 | Herald (e) 2,061 | .025 | .018 | (R) (UP, INS) (J) (79) | Dr. L. M. Goodman. | Richard H. Yohe (me)..... | | Richard H. Yohe.... F. L. Hersker (cn)... | Richard H. Yohe ... ..... | J. H. Thompson Robt. Duty (j) |
| JOHNSTOWN..... 66,993 | Democrat (e) 23,451 | .06 | .... | (I-D) (AP) (J) (123) | Democrat Co., Inc... Georgia C. Bailey, Pres. | H. G. Andrews..... | ..... | Lee Moss..... Bruce Walker (cm) | Joseph Mahalki..... | Paul F Adams |
| | Tribune (e) 25,844 | .... | .... | (R) (AP, UP, INS) (76) | Tribune Pub. Co..... W. W. Krebs, Pres. W. A. G. Lape, V.p. | Walter W. Krebs.... Harry Hesselbein (me-e) J. C. Murphy (me-m) | L. B. Ashcom (e).... J. C. Murphy (m)... Geo. S. Cooper (sp-e) Pat Malloy (sp-m) | L. W. Barnes (bm)... Harold Linden (cm) | J. Wilbur Werry..... | W. A. McCall |
| | Tribune (m) New Daily | .... | .... | | | | | | | |
| | Combined daily (me) | ..... | .11 | | | | | | | |
| KANE..... 6,232 | Republican (e) 2,767 | .03 | .03 | (R) (UP) (79)..... | Republican Co..... G. Scott Smith, Pres. | G. Scott Smith..... | Graydon F. Smart... Frank Sailer (sp) | G. Scott Smith..... | John C. Cliff..... M. M. Fessenden | ..... |
| KITTANNING.... 7,808 | Simpson's Leader-Times (e) 6,036x | .04 | .014 | (I) (UP) (J) (68)... | Simpson's Pub Co... | Clare A. Berger..... Corbin A. Wyant.... | Clare A. Berger..... Wayne B. Owen (sp). | Corbin W. Wyant... Frank M. Shubert (bm) | Frank M. Shubert... Lula B Van Dyke (cl) | ..... |
| LANCASTER..... 59,949 88,726 (ABC City) | New Era (e) 29,008 | .... | .... | (I) (AP, UP, INS) (mer) (†) (J) (E) (15) | New Era Co..... Elmer Curry, Pres. | John H. Carter..... | H. C. Brubaker..... Geo. W. Kirchner.... | I. Z. Buckwalter..... H. C. Carpenter (bm) J. H. J. Kuntz (cm).. | I. Z. Buckwalter, ad. dir..... E. H. Levan (n) Bert Reh (cl) | M. L. Detweiler J. W. Rollman |
| | Intelligencer-Journal (m) 18,883 | .... | .... | | | | | | | |
| | Combined daily (me) 47,891 | .17 | .... | (D) (AP, UP) (mer) (†) (J) (E) (15)... | Steinman & Steinman, Inc. J. H. Steinman, Pres. | A. E. McCullough... | Earl E. Keyser..... F. Melvin Martin (sp) | | | |
| | Sunday News (S) 16,286 | .10 | .... | (I) (AP, UP) (J) (E) (15) | Steinman & Steinman, Inc. | J. T. Barber..... | F. Melvin Martin (sp) | | | |
| LANSDALE..... 8,370 | North Penn Reporter (e) 3,608 | .04 | .... | (I) (79)..... | Equitable Pub. Co... H. O. Williams, Pres. | Geo. W. Knipe..... | Paul Zecher (sp)..... | Walter L. Sanborn... | David Knipe..... | Floyd Madtes |
| LANSFORD..... 9,632 | Record (e) 4,536 | .03 | .023 | (I) (AP) (†) (J) (79) | D. G. Watkins..... | D. G. Watkins..... V. J. Dougherty..... | V. J. Dougherty..... Edward Gildea (sp).. | W. D. Watkins..... V. J. Dougherty (bm) John L. Boyle (cm) | J. R. Watkins..... | C. B. Connahan |
| LATROBE..... 10,833 | Bulletin (e) 5,036 | .04 | .03 | (I-R) (UP) (J) (40). | Latrobe P. & P. Co.. T. M. Whiteman, Pres. | Thos. M. Whiteman. | Robt. S. McConnell.. | Harry J. Whiteman.. | R. E. Marriott..... | C. R. Banks H. L. Lowe (j) |
| LEBANON..... 25,561 | News-Times (e) 10,827 | .05 | .045 | (R) (AP) (J) (140).. | News Pub. Co..... J. K. R. Schropp, Pres. | Henry L. Wilder..... | J. Herbert Manbeck. Lou F. Hoy (sp)..... | John K. R. Schropp.. Aaron C. Steger (cm) | John K. R. Schropp.. | S. D. Evans |
| | Report (e) 4,582 | .035 | .025 | (I) (INS) (J) (79).. | Report Pub. Co..... Wm. R. Mark, Pres. | William R. Mark.... | Leroy Albert..... Mark Peiffer (sp).... | William R. Mark.... Samuel A. Wolf (cm). | Wm. L. Brunner..... Emilie Louser (n).... Naomi Hartz (cl) | Morris Fisher W. R. Mark (j) |
| LEHIGHTON..... 6,490 | Leader (e) 2,218 | .025 | .025 | (I) (AP, INS) (J) (79) | Guy V. Morthimer... | G. V. Morthimer.... Les. G. Carpenter | ..... | ..... | ..... | L. G. Carpenter (j) |
| LEWISTOWN..... 13,357 | Sentinel (e) 6,760 | .045 | .... | (I) (INS) (J) (68).. | Sentinel Co., Inc..... Walter Fosnot, Pres. | Meredith Meyers.... | Benjamin Meyers.... Richard Ruble (sp).. | Walter Fosnot..... J. Shunkwiler (bm).. D. W. Notestine (cm) | C. V. Rowland..... J. Shunkwiler (n).... Carl Weber (cl) | V. G. Hetrick J. E. Thompson (j) |
| LOCK HAVEN.... 9,669 | Express (e) 3,740 | .03 | .02 | (I) (AP) (†) (79)... | Express Ptg. Co..... F. D. O'Reilly, Pres. | Rebecca F. Gross.... | C. E. Oberheim..... John P. Wynne (sp).. | F. D. O'Reilly..... Harry Decker (cm).. | L. F. McManigal.... F. D. O'Reilly (n) M. E. Fleming (cl) | F. S. Painter |
| McKEESPORT.... 54,632 | News (e) 15,219x | .065 | .... | (I-R) (UP) (79).... | News Pub. Co..... W. D. Mansfield, Pres. | W. D. Mansfield..... | D. M. Parker..... Murrell Granger (sp) | W. D. Mansfield..... R. J. Kurtz (cm).... | W. Z. McGrew..... L. M. Dingeldein (n) T. J. Whalen (cl) | B. W. Ellis |
| MAHANOY CITY. 14,784 | Record-American (e) 6,015 | .04 | .... | (R) (UP) (J) (79)... | American Tribune Pub. Co., Inc. J. H. Kirchner, Pres. | J. H. Kirchner..... | James Carrick..... Russell Green (sp)... | David B. Davies..... | David B. Davies..... | Carl Brandauer O. H. Phillips (j) |
| MAUCH CHUNK. 3,206 | Times-News (e) 2,850 | .03 | .... | (I) INS) (J) (79).. | James J. Boyle..... | James J Boyle..... | ..... | Gertrude M. Boyle.. | Gertrude M Boyle.. | Martin Rickert Wm Conway (j) |
| MEADVILLE..... 16,698 21,198 (ABC City) | Republican (e) 1,837x | .... | .... | (R) (AP) (J) (68)... | Tribune Pub. Co..... W. I. Bates, Pres | Walter Irving Bates.. | C. B. Menold..... C. W. Johnson (sp).. | Walter Irving Bates.. C. B. Menold (cm)... | Edward Irving Bates. Donald Gapp (cl) | H. B. Klingensmith |
| | Tribune-Republican (m) 5,627x | .... | .... | | | | | | | |
| | Combined Daily (me) 7,464x | .05 | .03 | | | | | | | |
| MECHANICSBURG 5,647 | Local News (e) 1,010 | .029 | .... | (R) (J) (none)..... | J. A. Bushman Co... | J. A. Bushman..... A. H. Imhof | W. H. Wilson..... | ..... | ..... | L. J. Bushman |
| MIDDLETOWN... 6,085 | Journal (e) 1,421 | .025 | .... | (R) (J) (37)..... | H. B. Fox..... | Harry B. Fox..... | ..... | Harry B. Fox..... G. Metzger (cm) | Harry B. Fox..... | J. H. Fox |
| MILTON..... 8,552 | Standard (e) 3,691 | .03 | .... | (I) (UP) (J) (79)... | Standard Ptg. Co.... Penn G. Hastings, Pres. | F. G. Hastings (me).. | ..... | Penn. G. Hastings... | ..... | ..... |
| MONESSEN..... 20,260 | Independent (e) 3,170 | .03 | .03 | (R) (UP) (J) (79).. | Harry R. Pore..... | Harry R. Pore..... | Frank G. Lane..... | Harry R. Pore..... Lee J. Roberts (cm).. | Frank G. Lane..... Bessie M. Dowler (n-cl) | Robert Hart Donald Summers (j) |
| MONONGAHELA. 8,675 | Republican (e) 2,782 | .03 | .... | (I) (INS) (J) (79).. | Monongahela Pub. Co. R. H. Robinson, Pres. | Floyd M. France.... | William Goggin (sp). | John T. Robinson... L. C. Healey (cm) | L. C. Healey..... | James Keenan |
| MOUNT CARMEL. 17,967 | Item (e) 4,694 | .04 | .04 | (I) (UP) (†) (J) (79). | Mt. Carmel Item, Inc. W. P. Kemble, Pres. | W. Penn Kemble.... | J. H Latshaw..... | W. Penn Kemble.... John Foley (cm).... | Stephen A. Milo..... | R. J. Howells H. L. Anthony (j) |
| NEW CASTLE.... 48,674 | News (e) 13,843x | .075 | .... | (R) (INS) (79)..... | News Co., Inc..... F. L. Rentz, Pres. | Fred L. Rentz (me).. | Geo. W. Conway.... Edw. H. Fritz (sp) | Jacob F. Rentz..... | Fred C. Scheppele... | ..... |
| NEW KENSINGTON 22,988 | Dispatch (e) 4,779 | .035 | .03 | (I-R) (UP) (J) (40). | Dispatch Pub. Co., Inc. J. McC. Kennedy, Pres. | M. Endean..... Ed. R. Peay..... | John Nichols..... J. A. Smith, Jr. (sp).. | Ed. R. Peay..... R. J. Barron (cm)... | John T. Endean..... Mrs. F. Wolfe (cl)... | P. F. Powell M. Ashbaugh (j) |
| NORRISTOWN... 35,853 | Times-Herald (e) 13,472 | .07 | .04 | (R) (INS) (J) (140). | Norristown Herald, Inc. Ralph Beaver Strassburger, Pres. | Walter A. Wilson.... | W. D. Cressman.... | Walter A. Wilson.... R. E. Stickler (cm).. | Gordon H. Kite..... | Martin T. Hayden John Hanna (j) |
| OIL CITY..... 22,075 | Blizzard (e) 4,237 | .03 | .... | (I) (INS) (J) (79).. | Blizzard Pub. Co.... | A. C. MacIntyre.... | ..... | C. F. Haldeman (bm) C. C. Burns (cm) | ..... | D. B. Curran |
| | Derrick (m) 7,375x | .05 | .035 | (I-R) (AP) (J) (69). | Derrick Pub. Co..... E. R. Boyle, Pres. | John O'Donnell..... Paul M. Young..... | Jos. Blissell..... John P. O'Donnell (sp) | John O'Donnell..... Robt. M. Moran (bm) Thomas Moran (cm) | Roy Brower..... | C. B. McQuown Joseph S. Nelson (j) |

(Continued on page 82)

# FIRST IN PHILADELPHIA

*The*
**EVENING PUBLIC LEDGER**
*in 1933 led all Philadelphia newspapers in . . .*

**TOTAL**

*advertising*
*display advertising*
*retail advertising*
*dept. store advertising*

Its power to produce results is responsible for the Evening Public Ledger being regarded as a "must" newspaper by successful advertisers.

*The*
**PHILADELPHIA INQUIRER**
*again in 1933 dominated the local morning and Sunday field... being*

**1ST**

in total paid advertising
in local retail advertising
in dept. store advertising
in national advertising
in automotive advertising
in classified advertising

*because—*

there is no substitute for results in today's advertising . . .

**PUBLIC LEDGER**
MORNING EVENING SUNDAY

**The Philadelphia Inquirer**
MORNING SUNDAY

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## PENNSYLVANIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| PHILADELPHIA..<br>1,950,961 | Bulletin<br>(e) **499,724** | .625 | .... | (I-R) (AP, NANA) (146) | Bulletin Co.....<br>Robt. McLean, Pres. | Fred Fuller Shedd...<br>Wm. B. Craig..... | Charles Israel..... | Wm. Simpson (bm)..<br>R. L. McLean (cm) | Wm. Simpson..... | F. Smith |
| | Financial Journal<br>(e) 300 | .25 | .25 | (147A) | Phila. News Bureau, K. C. Hogate, Pres. | H. W. Bartlett..... | ..... | Wm. A. Dailey..... | ..... | ..... |
| | Inquirer<br>(m) **210,795**<br>Sunday edition<br>(S) **376,952** | .47<br><br>.72 | .47<br><br>.72 | (I-R) (AP, NYHT) (*S) (E) (23-115-12) | Inquirer Co.....<br>John C. Martin, Pres. & Pub. | John T. Custis.....<br>R. C. Moorhead..... | E. Z. Dimitman.....<br>S. O. Grauley (sp)...<br>H. B. Nason (Su).... | John C. Martin.....<br>G. G. Steele (bm)...<br>John L. Young (cm). | George G. Steele....<br>Gordon F. Chelf (n)<br>Jos. F. Hopkins (cl) | Joseph Clapham |
| | News<br>(e) **141,589** | .32 | .... | (R) (AP, INS) (†) (157-140) | Lee Ellmaker..... | T. Von Zeikursch....<br>J. H. Keen..... | J. H. Lambert.....<br>Lansing McCurley (sp) | Lee Ellmaker.....<br>Harry Washter (cm). | J. C. Marscher, ad dir.<br>T. J. Young (n) | W. I. Seltzer |
| | Public Ledger<br>(m) **99,969**<br>Public Ledger<br>(e) **198,584**<br>Combined Daily<br>(me) **298,553**<br>Sunday edition<br>(S) **296,201** | .42<br>.42<br>.62<br>.65 | ....<br>....<br>....<br>.... | (I) (AP) (*S) (†) (E) (23-115-12) | Public Ledgers, Inc..<br>John C. Martin, Pres. | Chas. M. Morrison..<br>S. S. Schwab (me-m).<br>J. J. McLaughlin (me-e) | Herman Elliott (m)..<br>Paul Pedigo (e).....<br>E. J. Pollock (sp).... | R. J. Corrigan (cm).. | Geo. G. Steele.....<br>Gordon Chelf (n)<br>F. L. Crafft (cl) | Jos. Clapham |
| | Record<br>(m) **163,459**<br>Sunday edition<br>(S) **214,766** | .35<br>.35 | ....<br>.... | (I) (AP, UP) (†) (J) (E) (89) | Record Co.....<br>J. David Stern, Pres. | Harry T. Saylor.....<br>Wm. F. Hawkes..... | T. P. O'Neil.....<br>James Gantz (sp)....<br>Charles Mackay (Su). | Jacob Omansky (bm).<br>E. J. Woodward (cm). | R. C. Laughlin.....<br>S. B. Hill (n).....<br>C. M. Lafferty (cl) | B. L. Brill<br>C. A. Kugelmeier (j) |
| PHILIPSBURG...<br>3,600 | Journal<br>(e) 1,900 | .011 | .... | (I) (INS) (J) (none). | W. T. Bair..... | W. T. Bair..... | ..... | ..... | ..... | ..... |
| PHOENIXVILLE..<br>12,043 | Republican<br>(e) 4,043 | .035 | .022 | (R) (AP) (J) (40).. | Phoenixville Pub. Co.<br>H. H. Gilkyson, Jr., Pres. | E. J. Breece..... | J. P. Ujobai (sp).... | E. J. Breece.....<br>S. H. Umstad (bm)..<br>J. B. Quinn (cm) | C. E. Albert.....<br>S. H. Umstad (n).... | Harry Crothers<br>Wm. Ludlow (j) |
| PITTSBURGH....<br>669,817 | Post-Gazette<br>(m) **173,060** | .45 | .... | (I) (AP, UP, US, CT) (15) | Post-Gazette Pub. Co.<br>Paul Block, Pres. & Pub. | Oliver J. Keller.....<br>W. U. Christman.... | Joseph Shuman.....<br>Havey Boyle (sp).... | Oliver J. Keller.....<br>R. Kent Hanson (bm).<br>Ray Foudray (cm)... | R. K. Hanson, ad. dir.<br>Adolph Frey (local)<br>A. L. Nash (n)<br>D. G. Heintzleman (cl) | Howard Ladd |
| | Press<br>(e) **146,477**<br>Sunday edition<br>(S) **217,066** | .40<br><br>.45 | ....<br><br>.... | (I) (UP) (*S) (E) (131) | Press Pub. Co.....<br>H. C. Milholland, Pres. | Edward T. Leech....<br>W. W. Forster..... | Lawrence J. Fagan..<br>Chester L. Smith (sp)<br>Wm. A. White (Su).. | Frank G. Morrison..<br>Walter R. Rauck (cm)<br>C. A. Collin (office)... | D. Allyn Garber.....<br>H. E. Perkins (n)<br>Jas. McGovern (cl) | ..... |
| | Sun-Telegraph<br>(e) **135,692**<br>Sunday edition<br>(S) **306,056** | .40<br><br>.55 | ....<br><br>.... | (I) (AP, INS, US) (†) (15) | Pitt. Pub. Co.....<br>Wm. R. Hearst, Pres.<br>Wilmer M. Jacoby, Pub. | Dwight H. Fee..... | J. A. Zehner.....<br>Harry Keck (sp)....<br>Harold Dietrich (Su). | C. H. Joseph, asst. pub.<br>McHenry Browne (bm)<br>B. W. Bloom (cm) | F. A. Weston, ad. dir.<br>Lee Austin (n)<br>George Foster (cl) | ..... |
| PITTSTON.....<br>18,246 | Gazette<br>(e) ..... | .035 | .... | (R) (UP) (J) (40)... | Wm. J. Peck..... | Wm. J. Peck..... | ..... | ..... | ..... | ..... |
| POTTSTOWN.....<br>19,424 | Herald<br>(m) 5,050 | .035 | .018 | (I) (US) (40)..... | Herald Pub. Co.....<br>John K. Klink, Pres. | J. Ernest Spare.....<br>R. C. Kelley, asso. ed. | F. Harry Dilser (sp).<br>..... | John K. Klink.....<br>Horace Hallman (cm) | John T. Wagner..... | Chas. Stetler |
| | Mercury-News<br>(m) **8,605** | .08 | .06 | (I) (AP, UP) (†) (J) (79-106) | News Pub. Co.....<br>Wm. H. Hiester, Pres. | Paul L. Diefenderfer.. | Don Rigg (sp)..... | Shandy Hill.....<br>Carl Kunsman (bm).<br>Wm. Zimmerman (cm) | Geo. A. Lessig.....<br>Geo. L. Egolf (n)....<br>Lewis Russel (cl) | C. Rhinehart<br>Wm. H. Moyer (j) |
| POTTSVILLE.....<br>27,225 | Journal<br>(e) 10,277 | .04 | .03 | (R) (UP) (J) (123).. | Miners' Journal Newspaper Co.<br>H. I. Silliman, Pres. | H. I. Silliman..... | David Yocum.....<br>W. S. Farquhar (sp). | H. G. Rhoads.....<br>T. L. Kriston (cm)... | Wm. H. Ent.....<br>A. M. Gottschall (n).<br>M. H. Shovlin (cl) | W. F. Smith<br>R. C. Shearer (j) |
| | Morning Paper<br>(m) **1,014x**<br>Republican<br>(e) **12,796x**<br>Combined daily<br>(me) **13,810x** | ....<br>....<br>.07 | ....<br>....<br>.... | (R) (AP) (J) (40)... | J. H. Zerbey Newspapers, Inc.<br>J. H. Zerbey Pres. | W. J. Calhoun (me-m)<br>H. C. Hoffman (me-e) | ..... | E. L. Clifford..... | ..... | C. B. Schum |
| PUNXSUTAWNEY.<br>9,226 | Spirit<br>(e) 4,550 | .035 | .025 | (R) (INS) (J) (41).. | Spirit Pub. Co.....<br>P. L. Smith, Pres. | S. S. Smith.....<br>P. L. Smith..... | S. S. Smith.....<br>S. Carlton (sp) | J. B. Hunger..... | A. I. Eberhart..... | J. A. Harlan (j) |
| READING.....<br>111,171 | Eagle<br>(e) **37,628**<br>Sunday edition<br>(S) **29,370** | .10<br><br>.10 | .08<br><br>.08 | (I) (AP) (J) (E) (†) (76) | Reading Eagle Co...<br>Wm. Seyfert, Pres. | A. N. Burkholder....<br>Walter S. Dillon..... | John H. Prescott....<br>Wm. T. Reedy (sp).. | Hawley Quier.....<br>Jos. A. Abey (cm)... | John C. Nolan..... | Harry P. Yost<br>P. Reifsnyder (j) |
| | Times<br>(m) **32,222** | .10 | .051 | (I) (AP, US) (†) (74) | Times Pub. Co.....<br>John H. Perry, Pub. | Abe Hurwitz..... | H. C. Kohler.....<br>Gordon Williams (sp). | Norvin S. Veal.....<br>E. L. Levan (cm).... | C. W. Detweiler.....<br>Norman Loose (cl) | H. Y. Sterrett |
| RENOVO.....<br>3,950 | Record<br>(e) 1,175 | .014 | .... | (D) (INS) (J) (none) | John U. Shaffer..... | John U. Shaffer..... | ..... | ..... | ..... | ..... |
| RIDGWAY.....<br>6,298 | Record<br>(e) 2,731 | .03 | .... | (I) (UP) (J) (79)... | Ridgway Pub. Co...<br>A. T. Thompson, Jr., Pres. | A. T. Thompson, Jr.. | ..... | A. T. Thompson, Jr..<br>Mrs. T. G. Schieler (cm) | W. B. Wagoner..... | M. Helms |
| ST. MARYS.....<br>7,433 | Press<br>(e) 1,586 | .025 | .018 | (I) (INS) (J) (41).. | Press Pub. Co.....<br>J. A. Dippold, Pres. | H. T. O'Brien..... | H. T. O'Brien..... | J. A. Dippold.....<br>Mrs. J. A. Dippold (cm) | James Dippold.....<br>J. A. Dippold (n).... | Paul L. Dippold<br>G. T. Wegmer (j) |
| SAYRE.....<br>7,902 | Times<br>(e) 4,970 | .035 | .... | (79)..... | ..... | ..... | ..... | ..... | ..... | ..... |
| SCRANTON.....<br>143,433 | Republican<br>(m) **30,326x** | .11 | .09 | (R) (AP) (E) (116A-155) | L. A. Watres, Pres. & & Pub. | Laurence H. Watres..<br>Harold Myers..... | B. B. Powell.....<br>Edward Kelly (sp)... | L. B. Tyler.....<br>D. J. Thomas (cm). | LeRoy Staunton.... | F. Kilcullen |
| | Scrantonian<br>(S) **38,497x** | .12 | .09 | (I) (INS) (*S) (†) (40-60-32) | Scrantonian Pub. Co.<br>Richard Little, Pres. | E. Tracy Sweet.....<br>Alex Thompson..... | Chick Feldman (sp)..<br>..... | M. L. Goodman.....<br>Morris Goodman (cm) | H. S. Goodman..... | James Ryan |
| | Times<br>(e) **47,850x** | .14 | .10 | (D) (AP, UP, INS, NANA) (83) | Edward J. Lynett...<br>Wm. R. Lynett, Asst. Pub. | Edward J. Lynett...<br>A. J. O'Malley..... | J. F. Ruddy.....<br>J. M. Butler (sp).... | J. E. Bradley.....<br>E. J. Cullen (cm) | J. W. Flanagan..... | ..... |
| SHAMOKIN.....<br>20,274 | Herald<br>(e) 1,840 | .021 | .... | (I-R) (J) (41)..... | Mrs. M. A. Steel.... | W. A. Steel..... | ..... | S. Adamisk (cm).... | ..... | ..... |
| | News-Dispatch<br>(e) 10,980 | .06 | .055 | (I) (UP) (J) (40)... | News P. & P. Co., Inc.<br>J. F. Hoover, Pres. | ..... | Howard Siglin.....<br>Thos. Davis (sp).... | Robert Bird (cm).... | J. Monroe Boyer.... | Jack Hoy<br>W. Buffington (j) |
| SHARON.....<br>25,908 | Herald<br>(e) **6,077** | .04 | .021 | (I-R) (INS) (J) (79) | Herald Pub. Co.....<br>A. W. McDowell, Pres. | Wm. B. Ramsay.... | Jos. Shatto.....<br>R. S. Lyman (sp).... | A. W. McDowell....<br>J. B. Furey (cm).... | Paul H. Achre.....<br>Pauline Tortoreti (cl). | E. R. Bohn<br>Jos. Pharmer (j) |
| | News-Telegraph<br>(e) **6,147** | .04 | .... | (I-R) (UP) (40).... | News-Telegraph Co..<br>W. L. Aiken, Pres. | Harry Barber.....<br>W. L. Aiken..... | Harry Barber.....<br>Thos. Gibbons (sp).. | C. B. Lartz.....<br>Geo. Manning (cm).. | R. S. Arthur.....<br>Florence Weaver (cl) | ..... |
| SHENANDOAH...<br>21,716 | Herald<br>(e) 6,224 | .045 | .... | (R) (UP) (J) 79)... | Herald Ptg. Co.....<br>C. T. Straughn, Pres. | Chas. T. Straughn... | Roy M. Edwards....<br>Bruce B'Oris (sp).... | C. T. Straughn.....<br>K. A. Hoffman (bm).<br>Miss Mae Peck (cm) | Karl A. Hoffman....<br>..... | C. L. Fowler<br>Geo. Hostetter (j) |
| SOMERSET.....<br>4,395 | Herald<br>(e) 3,298 | .04 | .04 | (R) (AP) (J) (79)... | Somerset Newspapers, Inc.<br>H. B. Reiley, Pres. | Robt. S. Scull.....<br>H. B. Reiley..... | Ed Lebo.....<br>C. A. Welsh, Jr. (sp).. | Henry B. Reiley.....<br>Mary Hause (bm)...<br>Betty Reiley (cm) | Mary Black.....<br>..... | Howard Braugher<br>H. A. Miller (j) |
| STROUDSBURG and EAST STROUDSBURG<br>12,060 | Record<br>(e) **3,558** | .04 | .03 | (I) INS) (J) (40)... | Monroe Pub. Co....<br>W. L. Andre, Pres.<br>N. A. Frantz, Pub. | C. S. Baker..... | A. F. Everitt..... | N. A. Frantz.....<br>H. D. Rodewald (cm). | L. H. Cross.....<br>I. M. Johnson (cl) | N. O. Bender |
| | Morning Sun<br>(m) **3,802** | .04 | .018 | (I-R) (AP) (†) (79). | Morning Sun Co., Inc.<br>E. M. Lazarus, Pub | J. H. Eagle..... | H. H. Heller.....<br>Russell Moyer (sp).. | Edgar M. Lazarus...<br>..... | H. S. Wills.....<br>W. K. Davis (cl) | ..... |

(*Continued on page* 84)

**The Evening and Sunday Sun-Telegraph in Pittsburgh** are indispensable media to National advertisers who seek maximum coverage in this ***Billion Dollar Market.*** These newspapers should head the list of "must" schedules for the Pittsburgh district. Over 90% of the Evening Sun-Telegraph's total circulation is concentrated in the 30-mile City and Suburban Trading Area, and almost fifty per-cent of the total evening newspaper reading audience depend upon the Sun-Telegraph for the most complete reporting of Local, National and International news, together with the finest array of Features obtainable.

And in the Sunday field, the Sun-Telegraph has overwhelming circulation dominance over the entire Pittsburgh Market.

●

**The Pittsburgh Sun-Telegraph**

• EVENING and SUNDAY •

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## PENNSYLVANIA (Continued)

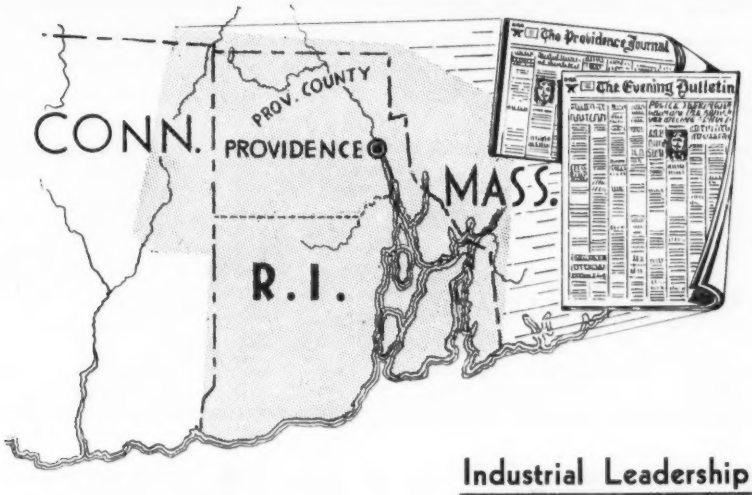
| City Population | Name of Newspaper Circulation | | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SUNBURY | Daily | | | | | | | | | | |
| 15,626 | (e) | 7,096 | .04 | .035 | (I) (AP) (J) (79) | Lewis Dewart | Samuel C. Price | T. L. Roberts<br>Jack Gillen (sp) | Lewis Dewart<br>Wm. Wolfe (bm)<br>R. H. Eisley (cm) | J. S. McCombs<br>Wm. Wolfe (n)<br>Benj. Hoover (cl) | J. O. Lawrence |
| | Item | | | | | | | | | | |
| | (e) | **6,076** | .04 | .... | (I-R) (UP) (J) (40) | Sunbury Item, Inc.<br>H. H. Haddon, Pres. | H. H. Haddon | F. G. Burrows<br>Daniel Park | B. A. Beck (bm)<br>G. T. McCorkill (cm) | F. J. Byrod, Sr.<br>R. Geist (cl) | W. Weader<br>R. Miller |
| SUSQUEHANNA | Transcript | | | | | | | | | | |
| 3,203 | (e) | 1,713 | .025 | .... | (R) (J) (79) | U. G. Baker | U. G. Baker | Paul S. Baker (sp) | U. G. Baker | ..... | ..... |
| TAMAQUA | Courier | | | | | | | | | | |
| 12,936 | (e) | 4,296 | .035 | .029 | (R) (UP) (J) (79) | John M. & R. H. Harris | John M. Harris | Wm. H. Kleckner<br>R. M. Meredith (sp) | Robt. H. Harris<br>C. A. Deininger (cm) | E. MacHirsh<br>Ruth Wilson (cl) | W. Frank Miller |
| TARENTUM | Valley News | | | | | | | | | | |
| 9,551<br>38,079 (City Zone) | (e) | 4,202 | .04 | .025 | (I-R) (INS) (J) (79) | News Ptg. Co.<br>C. P. Howe, Pres. | Geo. D. Stuart<br>Chas. P. Howe | Lem Schwartz (sp) | Geo. P. Schmitt<br>Hilda Larson (cm) | Geo. P. Schmitt<br>Geo. W. Scheid (n)<br>Laura Evans (cl) | W. A. Hawthrone |
| TITUSVILLE | Herald | | | | | | | | | | |
| 8,055 | (m) | 4,494 | .035 | .... | (R) (AP) (J) (79) | Titusville Herald, Inc.<br>E. T. Stevenson, Pres. | E. T. Stevenson<br>E. W. McNall | E. W. McNall<br>L. F. Thayer (sp) | E. T. Stevenson<br>M. M. Lockwood (bm)<br>C. Patterson (cm) | Jas. B. Stevenson | R. H. Clark<br>Albin Benson (j) |
| TOWANDA | Review | | | | | | | | | | |
| 4,104 | (m) | 5,443 | .04 | .025 | (R) (AP) (J) (40) | Towanda Ptg. Co.<br>H. M. Turner, Pres. | H. M. Turner | ..... | T. J. Finn | T. J. Finn | E. A. Parsons |
| TYRONE | Herald | | | | | | | | | | |
| 9,042 | (e) | 2,711 | .03 | .025 | (R) (INS) (J) (79) | Herald Co., Inc.<br>B. C. Jones, Pres. | B. C. Jones | R. T. Bayard<br>A. R. Flenner (sp) | T. C. Smith (bm)<br>A. R. Flenner (cm) | P. M. Kienzle | Geo. Oberly |
| UNIONTOWN | Herald | | | | | | | | | | |
| 19,900 | (m) | 10,090 | .... | .... | (R)(AP, INS)(J)(40) | Fayette Pub. Co.<br>W. P. Harader, Pres. | J. Fred Shean | R. S Isiminger (m)<br>J. S. Albright (s)<br>Edgar Kennedy (sp) | W. P. Harader<br>I. W. Coldren (cm) | C. D. Harader<br>Lindsey Bierer (cl) | R. M. Berry<br>A. Wahler, Jr. (j) |
| | Genius | | | | | | | | | | |
| | (e) | 8,462 | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | | |
| | (me) | 18,552 | .04 | .035 | | | | | | | |
| | News-Standard | | | | | | | | | | |
| | (m) | 7,942 | .... | .... | (I) (UP) (79) | Uniontown Newspaper, Inc.<br>J. E. McDonald & J. Y. Chidester, Pubs. | J. Y. Chidester<br>O'Neil Kennedy | Phil Connely<br>Arnold Goldberg (sp) | J. E. McDonald<br>R. P. Oliver (cm) | Marl Klain<br>Wm. Steckman (cl) | Sam Bryan |
| | News-Standard | | | | | | | | | | |
| | (e) | 10,892 | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | | |
| | (me) | 18,834 | .045 | .035 | | | | | | | |
| | Sun. ed. | 14,946 | .045 | .035 | | | | | | | |
| UPPER DARBY | Chronicle | | | | | | | | | | |
| 46,626 | (e) | New Daily | .06 | .05 | (I) (79) | Phila. Suburban Newspapers, Inc.<br>Jonh C. Marscher, Pres. | Maj. R. D. Whytock.<br>Louis H. Bell | Herbert Good (sp)<br>..... | John D. Scheuer<br>Jos. Crimmins (cm) | ..... | Bruce Whitlock |
| VANDERGRIFT | News | | | | | | | | | | |
| 11,479 | (e) | 4,033 | .03 | .02 | (I-R) (UP) (68) | Herbert D. Brauff | Jos. A. Brieg | Byron S. Campbell (sp) | H. D. Brauff<br>A. M. Bennard (cm) | Howard W. York | Wm. D. Hays |
| WARREN | Times-Mirror | | | | | | | | | | |
| 14,756 | (e) | 8,418 | .05 | .036 | (I) (AP) (79) | Times Pub. Co.<br>S. E. Walker, Pres. | Paul Riston | Edward C. Lowry<br>E. Hildum (sp) | W. A. Walker (bm)<br>C. A. Kirchartz (cm) | J. Knoll | F. E. Masterson |
| WASHINGTON | Observer | | | | | | | | | | |
| 24,545 | (m) | **8,617** | .... | .... | (I-R) (AP, UP) (19) | Observer Pub. Co.<br>J. L. Stewart, Pres. | John L. Stewart<br>J. C. Day (me-m)<br>M. H. Day (me-e) | .....<br>..... | H. L. Christman (bm)<br>W. P. Wilson (cm) | H. L. Christman | ..... |
| | Reporter | | | | | | | | | | |
| | (e) | **5,712** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | | |
| | (me) | **14,329** | .06 | .05 | | | | | | | |
| WAYNESBORO | Record-Herald | | | | | | | | | | |
| 10,167 | (e) | 3,864 | .035 | .03 | (I-R) (UP) (J) (79) | Record-Herald Pub. Co., Inc.<br>Floyd Chalfant, Pres. | Floyd Chalfant<br>W. H. Shryock | Wilbur J. Davis<br>..... | Floyd Chalfant<br>G. F. Blessing (bm)<br>A. S. Etter (cm) | G. F. Blessing<br>Mena D. Mentzer (cl) | C. A. Waynant |
| WEST CHESTER | Local News | | | | | | | | | | |
| 12,335 | (e) | **9,951** | .05 | .... | (I) (UP) (†) (68-106) | Daily Local News Co.<br>E. L. Pusey, Pres. | E. L. McKinstry<br>H. L. Brinton | H. L. Brinton<br>..... | C. E. Stonebeck<br>Jos. B. Taylor (cm) | G. L. Anderson | ..... |
| WILKES-BARRE | News | | | | | | | | | | |
| 86,626 | (e) | 17,078 | .05 | .035 | (R) (INS) (79) | John A. Hourigan | John McSweeney | Wm. B. Loftus (sp) | J. A. Hourigan, Jr. | J. F. McKeown (bm) | ..... |
| | Record | | | | | | | | | | |
| | (m) | **25,683** | .07 | .07 | (I-R)(AP) (†) (123) | Record Co.<br>Mrs. G. P. Johnson, Pres.<br>Fredk. G. Johnson, Pub. | Eugene T. Giering<br>Robert W. Johnson | Gerald Lyons<br>Joe Walsh (sp) | L. J. Van Laeys<br>John Burak (pur.agt.)<br>Jos. G. Upton (cm) | Thomas A. Gavin<br>M. M. Bartlebaugh (local)<br>N. Edwin Nelson (cl) | ..... |
| | Sunday Independent | | | | | | | | | | |
| | (S) | 23,030 | .06 | .04 | (I) (UP) (40) | Independent Co.<br>J.V.Heffernan,Pres.<br>T.F.Heffernan,Pub. | T. F. Heffernan<br>J. V. Heffernan | Thos. E. Heffernan<br>..... | T. F. Heffernan<br>P. A. Golden (cm) | G. P. Heffernan | Jos. R. Rusnock |
| | Times-Leader | | | | | | | | | | |
| | (e) | **24,656** | .07 | .07 | (I) (AP) (†) (J) (140) | Ernest G. Smith | Ernest G. Smith<br>Jos. T. Murphy | Wm. Dougherty<br>F. X. Welsh (sp) | Hugh X. Jones<br>Chas. T. Buck (cm) | James A. Crawley<br>Bessie Lenahan (n)<br>Oliver Stecher (cl) | Edw. W. Prophet<br>A. L. Jones (j) |
| WILLIAMSPORT | Gazette & Bulletin | | | | | | | | | | |
| 45,729<br>58,068 (ABC City) | (m) | **5,838** | .... | .... | (I) (AP, UP) (92) | Sun-Gazette Co.<br>Geo. E. Graff, Pres. | Elmer Schuyler (m)<br>John E. Person (e)<br>Edmund T. Wolf (man. ed) | Quentin Beauge (m)<br>Howard Ade (e)<br>L. Pickelner (sp-m)<br>R. Steinhilper (sp-e) | John E. Person<br>E. M. Case (bm)<br>J. S. Davis (cm) | Leo Barland<br>E. M. Case (n) | S. Gerstenlauer |
| | Sun | | | | | | | | | | |
| | (e) | **18,319** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | | |
| | (me) | **24,157** | .10 | .... | | | | | | | |
| | *Grit | | | | | | | | | | |
| | (S) | 26,564 | .... | .06 | (I) (AP) (†) (J) (97-20) | Grit Pub. Co.<br>Dietrick Lamade, Pres. | Frederic E. Manson<br>H. R. Davis | W. Boyd Tobias<br>Wm. J. Kehoe (sp) | Dietrick Lamade<br>Howard J. Lamade (bm) | Chas. D. Lamade<br>..... | Levi V. Mincemoyer<br>H. J. W. Kiessling (j) |
| | *Data covers local edition only. | | | | | | | | | | |
| YORK | Dispatch | | | | | | | | | | |
| 55,254 | (e) | 20,170 | .07 | .... | (I-R) (AP) (J) (123) | Dispatch Pub. Co.<br>John F. Young, Pres. | E. B. Williamson | James W. Shettle<br>M. L. Loucks (sp) | H. W. Young<br>H. F. Eyster (bm)<br>C. K. Blasser (cm) | R. M. Stagemyer (local)<br>H. F. Eyster (n)<br>John G. Enders (cl) | D. P. Young<br>C. T. Fulton (j) |
| | Gazette & Daily | | | | | | | | | | |
| | (m) | 18,460 | .08 | .... | (I-D)(AP) (J) (68) | Gazette Co., Inc.<br>A. C. Wiest, Pres. | J. W. Gitt<br>Bernard Elsesser | J. W. Good<br>Ashmer C. Owen (sp) | J. W. Gitt<br>F. E. Kain (asst. bm) | Gilbert A. Dietz<br>J. H. Coffman (cl) | Harry Morris<br>Goerge Thomas (j) |

## RHODE ISLAND

| City Population | Name of Newspaper Circulation | | Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NEWPORT | Herald | | | | | | | | | | |
| 27,430 | (m) | 3,068 | .019 | .019 | (AP) (3) | Herald Corp.<br>W. D. Hazard, Pres. | L. K. Carr | W. D. Hazzard | L. K. Carr | L. K. Carr | S. J. Buckley |
| | News | | | | | | | | | | |
| | (e) | 6,479 | .035 | .026 | (I) (AP) (96) | T. T. Pitman Corp.<br>E. A. Sherman, Pres. | Edward A. Sherman<br>B. F. Thurston | Emil E. Jemail<br>..... | E. A. Sherman<br>Francis I. Greene(bm)<br>H. J. McGowan (cm) | C. O. Gustafson<br>F. I. Greene (n) | ..... |
| PAWTUCKET | Times | | | | | | | | | | |
| 77,149<br>103,047 (ABC City) | (e) | **28,058** | .09 | .08 | (I-R) (UP, AP) (56) | Times Pub. Co.<br>E. B. Aldrich, Pres. | Daniel Lawlor<br>Chas Simmons | Jos. Costello<br>"Chief" Boston (sp) | Stanley T. Black<br>D. E. Byron (cm) | M. S. Walden<br>Milton O. Black (cl) | ..... |
| PROVIDENCE | Bulletin | | | | | | | | | | |
| 252,981<br>346,348 (ABC City) | (e) | **88,994** | .20 | .16 | (I) (AP, UP, CP, NANA) (*S) (mer) (†) (E) (43-12) | Providence Journal Co.<br>Stephen O. Metcalf, Pres. | Sevellon Brown (me).<br>David Patten (me-e).<br>Geo. W. Carpenter (me-m) | Delmar A. Milne (e).<br>Jas. B. Stickley (m).<br>John R. Hess (sp)<br>Jas. P. Hanley (Su) | Allison Stone<br>Thos. F. Farrelly(cm)<br>..... | Franklin B. Hurd (ad-dir)<br>A. L. Poorman (n)<br>Wm. R. Denny (local)<br>J. A. Doherty (cl) | Frank F. Shaw |
| | Journal | | | | | | | | | | |
| | (m) | **42,256** | .12 | .10 | | | | | | | |
| | Combined Daily | | | | | | | | | | |
| | (me) | **131,250** | .27 | .23 | | | | | | | |
| | Sunday edition | | | | | | | | | | |
| | (S) | **89,201** | .20 | .16 | | | | | | | |
| | News-Tribune | | | | | | | | | | |
| | (e) | **29,008** | .10 | .09 | (I) (AP) (137-47) | News-Tribune Co.<br>H. A. Baker, Pres. | Maurice Joy<br>J B. Calvo | Philip Gravelese<br>Arthur Markey (sp) | R. I. Wakeman (bm).<br>John J. Griffin (cm) | Daniel J. McNulty | Daniel J. Coonan |

*(Continued on page 86)*

# New England's Second Largest Market




## *Three-quarters of a Million* Active Consumers *Within 15 Miles!*

Within a 15-mile radius of the Providence distributing center are seven-eighths of the people of Rhode Island (most densely populated state in the Union) and thriving communities in Massachusetts, totaling about three-quarters of a million above-average consumers.

The entire Providence market (shaded above) numbers close to a million . . so compact and accessible as to delight any sales manager's heart. Rhode Island is 92.4% urban. Only 6% of all retail sales are in places of less than 10,000 population.

## Higher Buying Power

Higher buying resources in Rhode Island are indicated by individual income tax payments 31% above the national per capita average ('31) and savings deposits nearly three times the U. S. figure ('33).

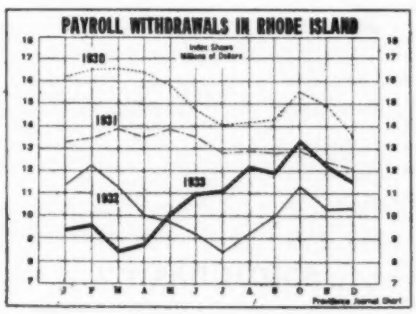
Census comparisons show retail purchases by Rhode Island families to be 15% higher than those of American families generally. Demand is above average for all kinds of merchandise, and becomes increasingly notable for the higher grades—the advertised qualities.

For 1934, trade bulletins list Providence among the best prospective markets.

## Industrial Leadership

Rhode Island is the most highly industrialized of the states. Providence County ranks eleventh among all American counties in number of industrial wage earners, and 14th in volume of industrial payrolls (Census Manuf. '29).

The Providence industrial area leads all others in cotton and worsted manufacturing, and ranks high in other textile lines—notably responsive to the early impetus of recovery.




Payroll withdrawals in Rhode Island during the latter half of 1933 averaged 2½ million dollars more per month than during the first half, reversing recent trends. Department store sales from July to December averaged 5½% over the corresponding 1932 period. New car sales were nearly doubled; while commercial failures were cut by more than half.

## *Journal & Bulletin offer* Dominant Coverage *in Providence area*

The Journal and Bulletin account for 82% of the total daily circulation of Providence newspapers, and reach more than 90% of all English-reading families in the A.B.C. city area.

Journal-Bulletin readers outnumber those of all other Rhode Island dailies combined, and include about 2 out of 3 of the total number of English-reading families in the state.

The Sunday Journal is Rhode Island's only metropolitan Sunday newspaper, and influences the largest readership and buying power of any single issue.

## Reach 73% of Buying Power

Discounting duplications, the Journal and Bulletin offer daily coverage of almost three-quarters of the total buying power of Rhode Island readers. Group coverage ranges from about 40% among the lower working class to 90% of the wealthy families.

In reaching those able to buy—particularly important under present conditions—the Journal's market-wide distribution and high average reader buying power are telling factors.

## 16½ Million Lines in '33

During 1933 the Journal and Bulletin carried 16,586,000 lines of paid advertising, which was 84% of the total in Providence newspapers.

Since present rates were established (March, 1927) circulation has increased more than 15,000 Sunday and 21,000 week-days—for a daily MILLINE RATE REDUCTION of 16%.

# Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO. — *Representatives* — R. J. BIDWELL CO.

Boston : New York : Chicago — San Francisco : Los Angeles : Seattle

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## RHODE ISLAND (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| WESTERLY | Sun | | | | | | | | | |
| 10,997 | (e) **5,107** | .04 | .... | (R) (AP) (J) (19) | Utter Co. Elizabeth S. Utter, Pres. | Geo. B. Utter | | Geo. B. Utter | Wilfred B. Utter | L. R. Greene |
| 16,344 (ABC City) | Sunday edition (S) **5,050** | .04 | .... | | | | | | | |
| WEST WARWICK | Pawtucket Valley Times | | | | | | | | | |
| 17,696 | (e) 4,273 | .03 | .03 | (I) (INS) (J) (41) | Pawtuxet Valley Times, Inc. I. P. Hudson, Pres. | I. P. Hudson. Wm. J. Hammond | Wilton P. Hudson | Irving P. Hudson. Wm. J. Hammond (bm) Daniel T. Burns (cm) | Jos. E. Gilman. D. T. Burns (cl) | Earl P. Knight |
| WOONSOCKET | Call | | | | | | | | | |
| 49,376 | (e) **15,664x** | .06 | .05 | (I-R) (AP) (†) (J) (56) | Call Pub. Co. C. W. Palmer, Pres. S. E. Hudson, Pub. | Samuel E. Hudson. A. H. Crowell | Paul L. Smith. W. H Burlingame (sp) | Charles W. Palmer. John V. Connor (cm) | Buell W. Hudson. Nellie I. Staples (cl) | A. P Palmer |

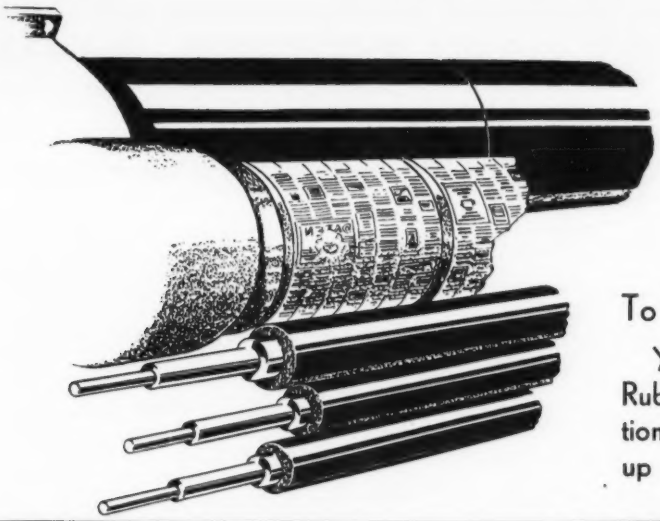
## SOUTH CAROLINA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANDERSON | Independent Tribune | | | | | | | | | |
| 14,383 | (n) **5,316** | .... | .... | (I-D) (AP) (†) (74) | Independent Pub. Co. W. E. Hall, Pres. | Wilton E. Hall (m). R. Glover Miller (e) | Dick Meeks. Claude Canup (sp). T. F. Acker (Su) | Wilton E. Hall. P. H. Batte (bm). C. C. Cheatham (cm) | P. H. Batte. J. J. Findley (n) Eleanor White (cl) | P. Murphy |
| 22,383 (ABC City) | Mail (e) **3,083** | .... | .... | | | | | | | |
| | Combined daily (me) **8,399** | .06 | .... | | | | | | | |
| | Sunday edition (S) **5,655** | .... | .... | | | | | | | |
| | Sunday & Evening (ES) ..... | .06 | .... | | | | | | | |
| CHARLESTON | News & Courier | | | | | | | | | |
| 62,265 | (n) **12,727** | .... | .... | (I-D) (AP, UP) (20) | News & Courier Co. R. S. Manigault, Pres. | T. P. Lesesne. W. W. Ball | T. R. Waring, Jr. E. M. Collison (sp) | H. T. McGee (bm). V. L. T. Cooper (cm) | Geo. J. Jenkins. R. E. Bradham (n) | Henry M. Duke |
| | Sunday edition (S) **20,228** | .... | .... | | | | | | | |
| | Post (e) **12,398** | .... | .... | (I-D) (AP, NANA) (†) (20) | Post Pub. Co. R. S. Manigualt, Pres. | T. R. Waring | F. O. Emerson. Henry Cauthen (sp) | | | |
| | Combined daily (me) **25,125** | .10 | .... | | | | | | | |
| | Sunday & evening (ES) ..... | .11 | .... | | | | | | | |
| COLUMBIA | Record | | | | | | | | | |
| 51,581 | (e) **15,230** | .06 | .05 | (D) (AP) (†) (74) | Record Pub. Co. Jack D. Wise, Pub. | G. A. Buchanan, Jr. Burroughs Prince | Burroughs Prince. Caldwell Withers | Jack D. Wise. A. B. Owings (cm) | N. E. Brown. Ashton Walker (cl) | E. R. Britton |
| 71,704 (ABC City) | State (m) **22,081** | .08 | .... | (D) (AP, UP) (J) (20) | State Co. W. E. Gonzals, Pres. | W. E. Gonzales. McDavid Horton | S. L. Latimer, Jr. | F. C. Withers. R. D. Overand (cm) | Wm. P. Etchison. J. H. McLaughlin (cl) | A. B. Watson C. C. Muller (j) |
| | Sunday edition (S) **23,443** | .08 | .... | | | | | | | |
| FLORENCE | News | | | | | | | | | |
| 14,774 | (m) 3,822 | .035 | .029 | (D) (AP) (J) (54) | J. B. Parnell & J. M. O'Dowd | M. C. Brunson | M. C. Brunson. John McKnight (sp) | J. M. O'Dowd. G. T. Carter (cm) | E. Dargan McKnight | Bruce Phippe H. B. Herron (j) |
| | Sunday edition (S) 3,822 | .035 | .029 | | | | | | | |
| GREENVILLE | News | | | | | | | | | |
| 29,154 | (n) **28,125** | .... | .... | (I-D) (AP, UP) (19) | News-Piedmont Co. B. H. Peace & R. C. Peace, Pubs. | Roger C. Peace (m). J. W. Chapman (e). E. N. Smith (me-m). A. T. McCain (me-e) | C. H. Garrison (e). R. L. Carr (m). J. C. Latimer (spm). D. A. Tillinghast (spc) | Roger C. Peace. A. F. Ballentine (cm) | W. F. Heller. Chas. Peace (n) G. G. Leake (cl) | T. P. Cantwell |
| | Piedmont (e) **10,846** | .... | .... | | | | | | | |
| | Combined daily (me) **38,971** | .12 | .... | | | | | | | |
| | Sunday edition (S) **27,745** | .10 | .... | | | | | | | |
| GREENWOOD | Index-Journal | | | | | | | | | |
| 11,020 | (e) 3,587 | .03 | .025 | (D) (AF) (J) (19) | Index-Journal Co. H. L. Watson, Pres. | H. L. Watson. C. P. Wideman | | J. S. Bailey (bm). Ralph Norman (cm) | G. W. Gardner. Dora Lide (cl) | W. A. Culbertson C. P. Seymour (j) |
| | Sunday edition (S) 3,587 | .03 | .025 | | | | | | | |
| ROCK HILL | Herald | | | | | | | | | |
| 11,322 | (e) 3,334 | .03 | .025 | (I-D) (AP) (none) | A. W. Huckle | A. W. Huckle | | | | |
| SPARTANBURG | Herald | | | | | | | | | |
| 28,723 | (m) **10,382** | .... | .... | (D) (AP) (†) (74) | Herald-Journal Co. N. C. Head, Pres. J. D. Wise, Pub. | J. F. Crook (m). P. H. Fike (e). A. G. Kenney (news dir.) | Fred. Minshall (m). T. J. Revelle (e). Wilton Garrison (sp) | Max Bridges (bm). J. M. Blalock(cm) | C. E. Godfrey. Beulah Robeson (cl) | S. B. Ballard & W. H. Grant |
| | Journal (e) **4,781** | .... | .... | | | | | | | |
| | Combined daily (me) **15,163** | .08 | .06 | | | | | | | |
| | Sunday edition (S) **14,052** | .08 | .06 | | | | | | | |
| SUMTER | Item | | | | | | | | | |
| 11,780 | (e) 2,843 | .025 | .025 | (I-D) (AP) (J) (54) | Osteen Pub. Co., Inc. C. P. Osteen, Pres. | H. G. Osteen | H. D. Osteen | R. M. Dollard (cm) | H. D. Osteen | A. J. Andrews |
| UNION | Times | | | | | | | | | |
| 7,419 | (e) 2,650 | .021 | .... | (D) (AP)(none) | Times Co. L. M. Rice, Pres. | L. M. Rice | | | | |

## SOUTH DAKOTA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ABERDEEN | American | | | | | | | | | |
| 16,465 | (m) **7,420** | .... | .... | (I-R) (AP) (119) | American News Co. Howard C. Anderson, Pub. | Glenn E. Martz | D. Westervelt. B. Rowley (sp). F. Patten (Su) | F. R. Campbell (cm) | W. E. Haynes. B. A. Schultz (n) K. Sheridan (cl) | H. Seeman |
| | News (e) **4,333** | .... | .... | | | | | | | |
| | Combined daily (me) **11,753** | .07 | .06 | | | | | | | |
| | Sunday edition (S) **10,725** | .07 | .... | | | | | | | |
| DEADWOOD | Pioneer-Times | | | | | | | | | |
| 2,559 | (m) 1,460 | .03 | .03 | (R) (AP) (J) (143) | Morford Bros. | Leland V. Morford | William Moorehead | Earl B. Morford. Dorothy Kubler (cm) | Earl B. Morford | W. Grieb |
| | Sunday edition (S) 1,460 | .03 | .... | | | | | | | |
| HOT SPRINGS | Star | | | | | | | | | |
| 2,908 | (e) 2,473 | .03 | .... | (I) (AP) (J) (28) | Star Pub. Co. H. L. Hayden, P-Pres. | H. L. Hayden | | H. L. Hayden. V. W. Harrison (cm) | L. Wilcox (n) | |
| HURON | Huronite | | | | | | | | | |
| 10,946 | (e) **7,714** | .05 | .04 | (I-R) (AP) (†) (J) (110) | Huron Pub. Co. Chas. H. J. Mitchell, P-Pres. | Chas. H. J. Mitchell. Robt. D. Lusk | Emil Frost. Wm. Plummer (sp) | A. G. Feiok (cm) | C. L. McKinley. Maurice Goudy (cl) | W. J. Bachman |
| LEAD | Call | | | | | | | | | |
| 5,733 | (e) 1,290 | .025 | .025 | (R) (AP) (J) (28) | Call Pub. Co. J. A. Stanley, Pres. | J. A. Stanley | H. M. Blickhalen | J. A. Stanley. Geo. L. Beers (bm) Ward Stanley (cm) | Geo. L. Beers | H. B. Miller |
| MADISON | Leader | | | | | | | | | |
| 4,289 | (e) 2,878* | .035 | .... | (R) (UP) (J) (79) | J. F. Stahl (*Note: rate quoted for weekly and daily combination.) | J. F. Stahl | | A. A. Christman (cm) | A. A. Christman (n) | |
| | Sentinel (e) 2,745 | .021 | .... | (R) (AP) (J) (28) | Sentinel Pub. Co. John H. Mease, Pub. | Frank L. Mease | | John H. Mease | | |
| MITCHELL | Republican | | | | | | | | | |
| 10,942 | (e) **9,444** | .07 | .... | (I) (AP) (†) (J) (119) | Mitchell Pub. Co. W. R. Ronald, Pub-P. | W. R. Mitchell | | W. R. Ronald. M. Paulin (cm) | W. T. Wilt | |
| PIERRE | Capital Journal | | | | | | | | | |
| 3,659 | (e) 2,022 | .025 | .... | (I) (AP) (J) (143) | Hipple Ptg. Co. J. E. Hipple, Pres. | J. E. Hipple. Robt. B. Hipple | James B. Hipple | E. A. Taylor (bm) | J. M. Porter | G. A. Bunn (j) |
| | Dakotan (e) 860 | .021 | .... | (R) (UP) (J) (28) | | T. R. Roberts, Jr. | | G. M. Roberts | | |
| PLATTE | Tribune | | | | | | | | | |
| 1,207 | (e) 1,774 | .032 | .... | (79) | Emil Wolff | | | | | |
| RAPID CITY | Journal | | | | | | | | | |
| 10,404 | (e) **4,618** | .04 | .04 | (I-R) (AP) (†) | Journal Pub. Co. E. F. Lusk, Pub. | E. F. Lusk | Redford Dibble | E. F. Luck. E. H. Lighter (bm) R. B. Templeton (cm) | E. H. Lighter. M. O. Wasser (cl) | J. Cauley |

(*Continued on page* 88)



To Users of Vulcan Press Blankets:

You will find another source of economy in Vulcan Rubber Rollers. They are highly resistant to oil penetration and therefore free from uneven swelling and lipping-up at the ends. They require much less re-grinding.

# SAVE MONEY

## and at the same time improve your presswork

**Is it any wonder that Vulcan Non-Rubber Press Blankets have been so sensationally successful? Look at this list of reasons why:**

1. Absolutely oil-proof. No swelling. No offset. No slurring.
2. Uniform gauge. Uniform resilience. Uniform printing qualities.
3. Permanent resilience. No bolstering. No drying out, no cracking.
4. Felt does not pound down. No breaking-in required. Uniform impression.
5. Remarkably strong and free from stretch. Accurately cut. Butt up together perfectly and stay that way.
6. Free from ghosting. Yesterday's print will not show in today's halftones.
7. Lighter operating pressure. Better presswork. Less wear.
8. Pliable and easy to handle. Less time needed to re-dress with Vulcan Blankets.
9. Just the right degree of softness to even up the high and low spots in printing plates.
10. Cleaner, sharper, more uniform printing. Better printing of halftones, display type, and heavy solids. Better printing of classified pages and other small type.
11. Made to exacting standards of quality and uniformity, guaranteed by constant laboratory supervision.
12. Long life and economy.

## VULCAN PROOFING COMPANY

FIRST AVENUE AND FIFTY-EIGHTH STREET, BROOKLYN, NEW YORK

# VULCAN

## Press Blankets and Rubber Rollers

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## SOUTH DAKOTA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| SIOUX FALLS<br>33,362 | Argus-Leader<br>(e) 32,071<br>Sunday edition<br>(S) 18,179 | .12<br>.12 | .08<br>.... | (I-R) (AP) (†) (119) | Argus-Leader Co.<br>Chas. M. Day, Pres. | Chas. M. Day<br>Ted L. Ramsey | Ted L. Ramsey<br>J. G. Ashley (sp) | B. C. Dow<br>E. J. Kahler (cm) | D. T. Kieffer (loc.)<br>E. J. Kahler (n)<br>L. A. Amondson (cl) | D. Wood |
| WATERTOWN<br>10,214 | Public Opinion<br>(e) 6,383 | .04 | .04 | (R) (AP) (J) (143) | Public Opinion Pub. Co.<br>S. X. Way, Pres. | George B. Elliott | P. J. Albrook<br>Harold G. Lee (sp) | Julius F. Bacon<br>F. M. Potticary (cm) | Kenneth B. Way<br>L. M. Potticary (cl) | A. R. English |
| YANKTON<br>6,072 | Press & Dakotan<br>(e) 3,772 | .04 | .... | (I-R) (AP) (†) (110) | Yankton Ptg. Co.<br>Fred Monfore, Pub.<br>W. C. Lusk, Pres. | Fred Monfore | James Jordan (sp) | W. C. Lusk<br>E. Peterson (bm)<br>J. Kuhl (cm) | W. H. Chase | Ole Gunderson |

## TENNESSEE

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ATHENS<br>5,385 | Post-Athenian<br>(e) 3,460 | .03 | .025 | (I) (UP) (J) (54) | Fred E. Wankan | Fred E. Wankan<br>C. W. Cornforth | | Fred E. Wankan, Sr.<br>Nell Fin Nell (bm)<br>Fred W. Wankan, Jr. (cm) | Nell Fin Nell | R. Wankan<br>W. Marr (j) |
| CHATTANOOGA<br>119,798 | News<br>(e) 33,777 | .11 | .09 | (I) (AP, UP) (E) (17) | Chattanooga News Co.<br>George F. Milton, Pres. | George F. Milton<br>J. Charles Poe | Cecil Holland<br>Wilbur Kinley (sp) | Walter C. Johnson<br>Hubert E. Johnson (cm) | B. J. Bush<br>Porter Warner, Jr. (n)<br>J. D. Rivers (cl) | G. Aycock |
| | Times<br>(m) 34,634<br>Sunday edition<br>(S) 31,271 | .11<br>.11 | .09<br>.11 | (I-D) (AP) (E) (76) | Times Ptg. Co.<br>Adolph S. Ochs, Pub-Pres. | L. G. & R. E. Walker<br>W. G. Foster | Ed Sussdorf<br>Wirt Gammon (sp)<br>Harry Human (Su) | A. Shelby Ochs<br>H. Van Hooser (compt.)<br>C. Burgess (cm) | C. C. Bower<br>B. A. Seessel (n) | I. J. Gardner, Sr. |
| CLARKSVILLE<br>9,242 | Leaf-Chronicle<br>(e) 2,325 | .03 | .025 | (I-D) (AP) (J) (none) | Leaf Chronicle Co., Inc.<br>M. S. Foster, Pres. | Frank Godlett<br>Stanley Gower | Stanley Gower<br>Sterling Northington (sp) | Frank Goodlett<br>J. M. McDonnell (cm) | J. H. Moorefield<br>Mrs. F. Woodard (n)<br>J. H. Moorefield (cl) | F. Buck<br>F. Goodlett (j) |
| CLEVELAND<br>9,136 | Banner<br>(e) 2,595 | .02 | .... | (I-D) (UP, INS) (54) | W. L. Rodgers | W. L. Rodgers | | Miss N. Gorman (bm)<br>Wm. H. Rodgers (cm) | | |
| COLUMBIA<br>7,882 | Herald<br>(e) 2,460 | .032 | .025 | (I-D) (INS) (J) (none) | Herald Co., Inc.<br>W. D. Hastings, Pres. | J. W. Finney | Lucia Brown<br>H. W. Maxwell (sp) | W. D. Hastings<br>H. W. Maxwell (cm) | H. W. Maxwell<br>W. D. Hastings (n)<br>H. W. Maxwell (cl) | W. D. Hastings |
| DYERSBURG<br>8,733 | State-Gazette<br>(e) 1,844 | .025 | .025 | (I) (AP) (J) (99) | State Gazette Pub. Co.<br>John C. Rogers & H. A. Nelson, Pubs.<br>H. A. Nelson, Pres. | R. M. D. Bruce (me) | E. O. Amis (sp) | John C. Rogers (bm)<br>Harry B. Watkins, Jr. (cm) | A. L. Ward<br>T. E. Smith (cl) | H. A. Nelson |
| ELIZABETHTON<br>8,093 | Star<br>(e) 3,226 | .032 | .... | (I) (AP) (70) | Star Pub. Co.<br>Don M. Nixon, Pres. | Don Calfee | L. P. Miller (sp) | Miss Ira-Jones (bm)<br>Herman Robinson (cm) | Don Calfee<br>Miss Ira Jones (n)<br>Catherine Thomas (cl) | M. Rost |
| GREENVILLE<br>5,544 | Sun<br>(e) 3,215 | .035 | .... | (I) (AP) (143) | E. O. Susong | Q. M. O'Keefe<br>E. O. Susong | R. Keller<br>A. E. Susong (sp) | W. H. O'Keefe (bm)<br>W. F. Ferguson (cm) | I. H. Smith<br>N. R. Estes (n)<br>R. H. Palmer (cl) | W. A. Kennon |
| JACKSON<br>22,172 | Sun<br>(e) 8,314<br>Sunday edition<br>(S) 8,314 | .04<br>.04 | ....<br>.... | (D) (AP) (†) (17) | A. A. Stone | C. H. Brown | | A. A. Stone<br>A. B. Robinson (cm) | A. L. Price (n) | P. D. Kersh |
| JOHNSON CITY<br>25,080 | Chronicle<br>(m) 5,121<br>Staff-News<br>(e) 4,817<br>Combined daily<br>(me) 9,938<br>Sunday edition<br>(S) 4,817 | ....<br>....<br>.055<br>.055 | ....<br>....<br>....<br>.... | (R) (UP, INS) (†) (54)<br>(D) (UP, INS) (†) (54) | Appalachian Publishers, Inc.<br>G. L. Smith, Pub. | C. E. King | | G. L. Smith<br>W. G. Goods (bm)<br>J. N. Bailey (cm) | C. E. King (n) | |
| KINGSPORT<br>11,914 | Times<br>(e) 3,207x<br>Sunday edition<br>(S) 3,306x | .04<br>.04 | .04<br>.... | (I) (AP) (J) (105-4) | Kingsport Pub. Co., Inc.<br>T. H. Pratt, Pres. | Howard Long | Tom Harris<br>R. Wood (sp) | T. H. Pratt<br>W. J. McAuliffe (bm)<br>G. A. Adams (cm) | W. S. Waddell<br>T. H. Pratt (n) | C. T. Hamlet<br>C. E. Boyd (j) |
| KNOXVILLE<br>105,802 | Journal<br>(m) 35,799<br>Sunday edition<br>(S) 29,466 | .10<br>.10 | .085<br>.... | (R) (AP, UP) (†) (17) | Knoxville Pub. Co.<br>Nat G. Taylor, Pres. | R. H. Clagett<br>Ramsey Rees (news) | Pete Mahan<br>Bob Murphy (sp)<br>Ed Harris (Su) | R. H. Clagett<br>W. S. Burnett (cm) | G. F. Garlington<br>Chas. Branham (n)<br>Ira Atchley (cl) | J. Mitchell |
| | News-Sentinel<br>(e) 35,814<br>Sunday edition<br>(S) 37,140 | .11<br>.11 | ....<br>.... | (I) (AP, UP) (E) (131) | News-Sentinel Co.<br>M. G. Chambers, Pres. | Benton J. Stong<br>Loye W. Miller | Zollie Howard<br>Bob Wilson (sp)<br>John Montoux (Su) | M. G. Chambers (bm)<br>A. C. Jarvis (cm) | M. I. Moffett<br>W. H. Linebaugh (n)<br>A. J. Ware (cl) | |
| MEMPHIS<br>253,143 | Commercial Appeal<br>(m) 113,478<br>Sunday edition<br>(S) 120,365 | .23<br>.30 | ....<br>.... | (D) (AP, UP, US, INS, CT) (mer) (†) (J) (E) (17) | Memphis Commercial Appeal, Inc.<br>James Hammond, Pub-Pres. | Thos. Fauntleroy (me) | Sam L. Kahn<br>David Bloom, Jr. (sp)<br>Frank R. Ahlgren (Su) | James Hammond<br>W. W. Hansen (bm) | E. Brown, Jr.<br>W. O. Sturdivant (n mgr)<br>W. K. Fontaine (cl) | H. B. Adsit (pro-mgr)<br>H. G. Fleet (j) |
| | Press-Scimitar<br>(e) 93,756 | .20 | .09 | (I) (AP, UP, SHA) (mer) (†) (131) | Scripps-Howard Newspapers | Edward Meenan<br>James Joyce | George Carmack<br>Robert Pigue (sp) | L. E. Herman (bm)<br>W. E. White (cm) | C. A. Moore<br>P. D. Martineau (n)<br>James Brown (cl) | G. Thompson |
| | News<br>(m) ..... | .05 | .... | (118) | L. B. Jones | | | Paul T. Jones (bm) | | |
| MORRISTOWN<br>7,305 | Gazette & Mail<br>(e) 2,150 | .027 | .027 | (I) (AP) (J) (none) | John E. Helms, Jr. | John E. Helms | | J. E. Helms, Jr. (bm)<br>F. A. Williams (cm) | N. Y. Hill | H. A. Noe |
| MURFREESBORO<br>7,993 | News-Sentinel<br>(e) 1,769 | .035 | .03 | (D) (UP) (J) (54) | E. W. Carmack | Syd Pigue | | Geo. P. Burgdorf, Jr.<br>Mary B. Fox (cm) | Edgar Cherry<br>Geo. B. Burgdorf (n)<br>F. L. Smith (cl) | S. Putman<br>J. R. Bonner (j) |
| NASHVILLE<br>153,866 | Banner<br>(e) 56,546<br>Sunday edition<br>(S) 61,271 | .13<br>.13 | .0964<br>.... | (I) (AP, UP, INS) (†) (123) | Nashville Banner Pub. Co.<br>James G. Stahlman, Pub-Pres. | George W. Armistead, Jr.<br>M. B. Morton (me)<br>H. W. Eskridge (asst-me) | Charles Moss<br>Freddie Russell (sp)<br>Mary S. Douglas (Su) | James G. Stahlman<br>Horace Powell (cm) | Don M. Bernard<br>Phil Breen (n)<br>John Hunt (cl) | E. B. Dakin |
| | Tennessean<br>(m) 50,801<br>Tennessean<br>(e) 34,613<br>Combined daily<br>(me) 85,414<br>Sunday edition<br>(S) 57,279 | ....<br>....<br>.15<br>.13 | ....<br>....<br>....<br>.... | (D) (AP, UP) (†) (17) | Tennessee Pub. Co.<br>Lit J. Pardue, Receiver | Robt. Rowlett (m)<br>Jack Nye (e)<br>Percy Priest (me-m)<br>Wm. Howland (me-e) | Tom Little (m)<br>Ray Learner (e)<br>F. O'Donnell (sp-m)<br>Blinkey Horn (sp-e)<br>Helen Little (Su) | E. P. Charlet (bm)<br>W. A. Seigenthaler (cm) | Tom Griscomb (dir)<br>Geo. M. Morgan (cl) | W. W. Smith |
| PARIS<br>2,892 | Bulletin<br>(e) 1,716 | .03 | .... | (D) (AP) (J) (99) | W. P. Williams | | | | | |
| TRENTON<br>2,892 | Bulletin<br>(e) 962 | .021 | .015 | (I-D) (J) (54) | Charles E. Smith | Mrs. S. Pyatt Miller | | | | E. F. Miller |
| UNION CITY<br>5,865 | Messenger<br>(e) 1,745 | .028 | .021 | (I-D) (UP) (J) (54) | C. B. Dement | C. B. Dement | Robert Bell, Jr.<br>James Mass (sp) | C. B. Dement<br>R. S. Dement (cm) | C. B. Dement | B. Bucy<br>H. E. Bucy (j) |

(Continued on page 90)

*The cities are full of pride,*
*Challenging each to each—*
*This from her mountainside,*
*That from her burthened beach.*

—R. KIPLING

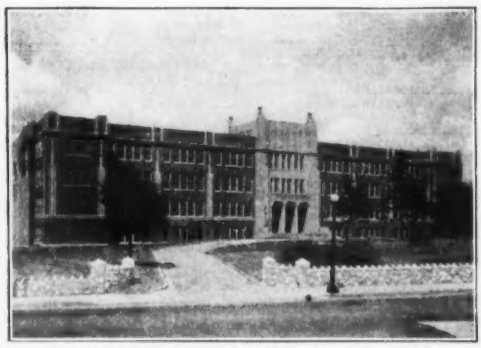
THE OLD (O.HENRY 'A MUNICIPAL REPORT") ADAIR MANSION

From McIntyre's col: The famous Rokeby House in Nashville has been taken over for a dancing school . . . The house was once occupied by Azalea Adair, a leading character in O. Henry's "Municipal Report" . . .

O. O. McIntyre
His column is a daily Banner feature.

STREET SCENE — XMAS STYLE

Banner retail linage for December 1933 showed a gain of 40,558 lines over December 1932, in contrast with the second paper's 130,637 line loss in retail for the same period. Banner retail lead over second paper for December 1933 — 26,014 lines. Banner Department Store lead for 1933 — 124,407 lines.



TWO-YEARS-OLD EAST NASHVILLE HIGH SCHOOL

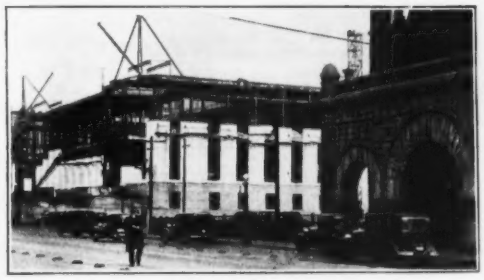
Citizens by referendum recently voted a bond issue appropriating $2,000,000 more for schools.

MONEY CENTER

It gave the Banner a 16,623 line lead.

AUTOMOBILE ROW

It handed the Banner a *162,638* line lead!



NEW POST OFFICE GOING UP

Appropriation, $1,650,000. (Government Money).


## THE NASHVILLE BANNER

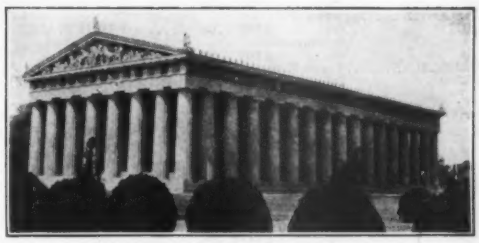
NASHVILLE, TENNESSEE

AD RECORD: Media Records Figures for 1933 show Banner leads over second paper as follows; Total Display, 703,890 lines (for 1932 this Banner lead was only 205,285 lines); Retail, 67,382; Automotive, 162,638; Financial, 16,623; General, 457,247. (A break-down of these figures by months sent on request).

REGULAR FEATURES: Associated Press, United Press, International News Service; Will Rogers, David Lawrence, Roger Babson, Al Demaree, James McMullin; Dorothy Dix, Dr. W. A. Evans, O. O. McIntyre, George Matthew Adams, Robert Quillen, Amos Parrish, and many others. Also, daily, full page of news features in pictures.

COMICS: Eight outstanding comics every day, and eight full pages on Sunday.

REYNOLDS-FITZGERALD, INC.
*National Advertising Representatives*
JOEL C. HARRIS, JR.
*Atlanta, Southern Representative*

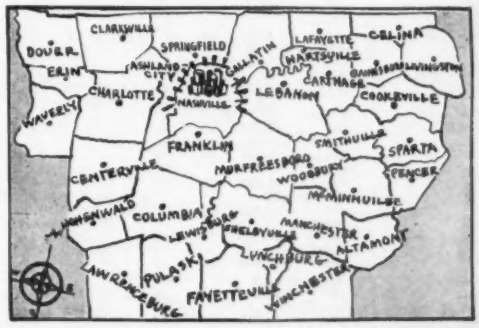



THE PARTHENON, CENTENNIAL PARK

98,000 visited it last year.

GENERAL SHOE CORPORATION

Nashville made, manned, and owned. Employs 1700. Employees receive $75 for each new off-spring.




NASHVILLE TRADING AREA

Banner City and Retail Trading Zone Circulation, 50,660. Total circulation, 56,486.

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## TEXAS

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ABILENE<br>23,175 | News<br>(m) 9,573<br>Reporter<br>(e) 7,484<br>Combined daily<br>(me) 17,057<br>Sunday edition<br>(S) 14,421 | ....<br>....<br>.08<br>.08 | ....<br>....<br>.065<br>.065 | (D) (AP, UP, INS) (142) | Reporter Pub. Co.<br>Bernard Hanks, Pres. | Frank Grimes<br>Max Bentley | Josephine Heavenhill.<br>Prexy Anderson (sp). | Bernard Hanks<br>Geo. McDaniel (cm). | Manly Hanks<br>C. L. Fowler (n)<br>H. Trantham (cl) | John Leonard |
| AMARILLO<br>43,132 | Globe<br>(e) **8,590**<br>News<br>(m) **19,260**<br>Combined daily<br>(me) **27,850**<br>Sunday edition<br>(S) **24,954** | ....<br>....<br>....<br>.15<br>.15 | ....<br>....<br>....<br>....<br>.... | (I-D) (AP, UP) (†) (142) | Globe-News Pub. Co.<br>W. C. Hawk, Pres. | Gene A. Howe<br>T. E. Johnson | Wes Izzard<br>Jerry Malin (sp) | Wilbur C. Hawk<br>G. W. Camp (bm)<br>Chas. Underwood (cm) | Norris Ewing<br>Otis Stovall (cl) | Roy Cline |
| ATHENS<br>4,315 | Review<br>(e) 780 | .021 | .018 | (I-D) (J) (none) | R. T. Craig & A. M. Barnes | R. T. Craig | Ike LaRue, Jr. (sp) | A. M. Barnes<br>M. Hable (cm) | A. M. Barnes | J. H. Lusk |
| AUSTIN<br>53,120 | American<br>(m) **13,110**<br>Statesman<br>(e) **11,313**<br>Combined daily<br>(me) **24,423**<br>Sunday edition<br>(S) **20,890**<br>Dispatch<br>(e) 6,759<br>Sunday<br>(S) 6,759 | ....<br>....<br>.11<br>.11<br>.04<br>.04 | ....<br>....<br>....<br>....<br>....<br>.... | (D) (AP, UP) (†) (22)<br>(I) (INS) (J) (28) | American Pub. Co.<br>C. E. Marsh, Pres.<br>Knape Ptg. Co.<br>H. T. Knape, Pres. | Ray E. Lee (me-m)<br>Chas. E. Green (me-e)<br>Edmonds Travis<br>H. T. Knape | Gordon Fulcher (m)<br>Buck Hood (e)<br>Weldon Hart (sp-m)<br>A. S. Hopkins (sp-e)<br>Ted Read<br>Nick Gatoura (sp) | Louis N. Goldberg (bm)<br>C. C. Moore (cm)<br>H. T. Knape<br>Wilbur T. Knape (cm) | John H. Keen<br>Geo. Rowley (n)<br>A. A. Oxford (cl)<br>R. B. Atkins | W. F. Thompson<br>E. R. Holden<br>O. E. Free (j) |
| BAY CITY<br>4,070 | Tribune<br>(e) 775 | .02 | .... | (D) (28) | Tribune Ptg. Co. | Carey Smith | | | | |
| BEAUMONT<br>57,732 | Enterprise<br>(m) **17,055**<br>Journal<br>(e) **13,920**<br>Combined daily<br>(me) **30,975**<br>Sunday edition<br>(S) **28,177** | ....<br>....<br>.13<br>.13 | ....<br>....<br>....<br>.... | (D) (AP, UP, US) (†) (17) | Enterprise Co.<br>J. L. Mapes, Pres. | Alfred Jones | R. W. Akers (m)<br>W. W. Ward (e)<br>Vin Burke (sp-m)<br>Bill Scurlock (sp-e) | J. L. Mapes<br>M. C. Hoffmeister (bm)<br>E. C. Davis (cm) | W. W. Watson<br>C. T. Sargent (n)<br>Harold Riley (cl) | |
| BIG SPRING<br>13,835 | Herald<br>(e) 3,267<br>Sunday edition<br>(S) 3,267 | .03<br>.03 | ....<br>.... | (D) (AP) (†) (142) | Big Spring Herald, Inc.<br>Joe Galbraith, Pub. | Joe Galbraith | Tom Beasley (sp) | Joe Galbraith<br>W. D. Willbanks (cm) | Glen D. Guilkey<br>M. K. House (cl) | Allan Hodges |
| BONHAM<br>5,655 | Favorite<br>(e) 1,311 | .018 | .011 | (D) (AP) (J) (none) | H. A. McDougal | Ashley Evans | Norma McDougal | H. A. McDougal<br>J. B. Vernon (cm) | Tom McDougal | Dick Higgins (j) |
| BORGER<br>6,532 | Herald<br>(e) 4,238<br>Sunday edition<br>(S) 4,238 | .035<br>.04 | .033<br>.036 | (I) (AP) (J) (142) | Panhandle Pub. Co., Inc.<br>D. M. Warren, Pres. | Matt Farrell<br>J. C. Phillips | Guss White | J. C. Phillips<br>S. Dunaway (cm) | E. A. Martin<br>S. Dunaway (cl) | J. Alv's Thomas<br>S. Henry, Jr. (j) |
| BRECKENRIDGE<br>7,569 | American<br>(e) 3,644<br>Sunday edition<br>(S) 3,644 | .04<br>.04 | .03<br>.03 | (D) (UP) (J) (102) | American Pub. Co.<br>E. S. Fentress, Pres. | O. A. Porter | Odie Minatra | Walter Murray<br>Frank Svoboda (bm) | Wm. Hotmann, Jr.<br>Frank Svobodo | Donald Pyle<br>N. M. Saunders (j) |
| BRENHAM<br>5,974 | Banner-Press<br>(e) 1,097 | .018 | .014 | (D) (AP) (142) | Banner Pub. Co.<br>Edwin Hohlt, Pres. | Ruby Robertson | | T. C. Blake | | Chas. Schoedel |
| BROWNSVILLE<br>22,021 | Herald<br>(e) 7,492<br>Sunday edition<br>(S) 10,191 | .05<br>.05 | ....<br>.... | (I-D) (AP) (142) | Herald Pub. Co.<br>E. S. Fentress, Pres. | Ralph L. Buell<br>Dan Fowler | Hal Eustace (sp) | R. L. Buell<br>F. E. Bulloch (cm) | Chas. A. Reil<br>Claire Key (cl) | R. S. Cooper |
| BROWNWOOD<br>12,780 | Bulletin<br>(e) 3,484 | .035 | .... | (I) (AP, UP) (J) (none) | H. F. Mayes | J. C. White | | H. F. Mayes<br>A. McBroom (cm) | J. H. Mayes | Matt R. Moore |
| BRYAN<br>7,814 | Eagle<br>(e) 1,759 | .025 | .... | (D) (AP) (J) (142) | Eagle Ptg. Co. | | Jas. Whaley<br>J. O. Smith, Jr. (sp) | Mrs. Lee J. Rountree.<br>R. A. Booth (cm) | P. A. Tardy | W. M. Vanderwerth |
| CENTER<br>2,511 | News<br>(e) 1,327 | .025 | .02 | (D) (J) (142) | News-Champion Pubs.<br>Tom E. Foster, Pres. | Joe B. Foster | | Tom E. Foster<br>Joe B. Foster (bm) | Joe B. Foster<br>James Tolar (cm) | Lon G. Price |
| CHILDRESS<br>7,163 | Index<br>(e) 3,187<br>Sunday edition<br>(S) 3,187 | .03<br>.03 | .03<br>.03 | (I) (AP) (J) (142) | Index Pub. Co.<br>R. S. Brashears, Pres. | Chetser C. Clark | Dee C. Blythe<br>R. H. Anderson (sp). | R. S. Brashears<br>Don Blair (cm) | Ted I. White | L. W. Norris<br>J. H. Brashears (j) |
| CISCO<br>6,027 | News<br>(e) 3,102<br>Sunday edition<br>(S) 3,102 | .03<br>.03 | ....<br>.... | (I-D) (UP) (142) | Cisco P. & P. Co. | B. A. Butler | | W. H. LaRoque (bm) | W. H. LaRoque | |
| CLEBURNE<br>11,539 | Times-Review<br>(e) 4,033<br>Sunday edition<br>(S) 4,033 | .04<br>.04 | .021<br>.021 | (D) (UP) (J) (142) | Cleburne Newspapers, Inc.<br>E. S. Fentress, Pres. | | Harold V. Ratliff | Walter Murray<br>Eugene Poole (bm)<br>W. B. Rust (cm) | Eugene Poole | C. Canterbery<br>Sam Creswell (j) |
| COMMERCE<br>4,267 | Journal<br>(e) 3,640<br>Sunday edition<br>(S) 3,640 | .035<br>.035 | ....<br>.... | (D) (INS) (†) (J) (107) | Hart Bros. | | | | | |
| CORPUS CHRISTI<br>27,741 | Caller<br>(m) **4,244x**<br>Times<br>(e) **2,973x**<br>Combined daily<br>(me) **7,217x**<br>Sunday edition<br>(S) **6,755x** | ....<br>....<br>.06<br>.06 | ....<br>....<br>.045<br>.045 | (I-D) (AP, UP) (†) (142) | Caller-Times Pub. Co.<br>Grady Kinsolving, Pres. | R. G. Elliott | Victor Herold<br>Victor O. Cook (sp) | Conway C. Craig<br>Harry McNeill (cm). | V. D. Ringwald<br>Jean Blake (n)<br>Buster Shely (cl) | A. T. Blease |
| CORSICANA<br>26,858 | Sun<br>(e) 4,381 | .035 | .035 | (D) (AP) (†) (142) | Sun-Light Pub. Co.<br>Wortham & Martin. | L. A. Wortham | Sidney Story<br>Paul Moore (sp) | Lowry Martin<br>R. P. McEntire (cm). | Boyce Martin<br>Dave Levy (cl) | H. T. Robinson |
| CUERO<br>4,672 | Record<br>(e) 1,097<br>Sunday edition<br>(S) 1,097 | .02<br>.02 | ....<br>.... | (I-D) (UP) (J) (28) | Cuero Pub. Co., Inc.<br>J. C. Howerton, Pres. | J. C. Howerton | | J. C. Howerton<br>Mrs. Jack Howerton (cm) | J. W. Howerton | H. L. Mueller |
| DALHART<br>4,691 | Texan<br>(e) 3,600 | .03 | .025 | (I-D) (UP) (†) (J) (142) | Dalhart Pub. Co., Inc.<br>J. L. McCarty, Pres. | John L. McCarty<br>H. H. Lawrence | A. H. Law | J. L. McCarty | Mayme B. Autry | G. C. Quigley |
| DALLAS<br>273,297 | Dispatch<br>(e) **40,674**<br>Sunday edition<br>(S) **37,931** | .10<br>.10 | .065<br>.065 | (I) (UP) (22) | Dispatch Co.<br>Alfred O. Andersson Pres. | Lewis W. Bailey<br>Glenn Pricer | Clark Newlon<br>Ben A. Hill (sp) | Clyde W. Melton (bm)<br>W. E. Mitchell (cm) | L. R. Melton<br>Sam Barnes (cl) | Earl L. Moore |
| | News<br>(m) **77,344**<br>Sunday edition<br>(S) **86,063**<br>Journal<br>(e) **40,552**<br>Combined daily<br>(me) **117,896** | .20<br>.25<br>.12<br>.27 | .17<br>....<br>....<br>.... | (D) (AP, UP) (NANA) (mer) (†) (J) (155) | A. H. Belo Corp.<br>Geo. B. Dealey, Pres. | Dr. J. Q. Dealey<br>John E. King (me-m)<br>H. C. Withers (me-e). | T. H. Barrett (m)<br>Geo. White (sp-m)<br>W. W. Truax (e)<br>M. Maloney (sp-e)<br>V. Richardson (Su) | Walter A. Dealey<br>E. B. Doran (bm)<br>Jack Estes (cm) | R. M. Buchanan<br>Harry D. Guy (n)<br>J. R. Ross (cl) | Levin Deputy<br>Pope Armstrong (j) |
| | Times-Herald<br>(e) **61,355**<br>Sunday edition<br>(S) **58,114** | .17<br>.17 | .10<br>.10 | (I-D) (AP, INS, US) (†) (17) | Times-Herald Ptg. Co.<br>Edwin J. Kiest, Pres. & Pub.<br>D. A. Greenwell, Sec.-Tr. | Tom C. Gooch<br>Allen Merriam | E. K. Meade<br>J. R. Hayes (sp) | Tom C. Gooch<br>Ira T. Whitt (cm) | Albert Swinsky, Jr., ad. dir.<br>J. W. Runyon, ad. mgr.<br>L. K. Reynolds (n)<br>W. Lehmann (cl) | |

(*Continued on page 92*)

# Nowhere Else in Texas Are There

a. 300,000 population
b. 300,271 "
c. 304,726 "
d. 303,574 "
e. 277,243 "

## Texas Major Market

No other newspapers in Texas can claim such concentrated population in the suburban area and in the trade territory within one-day, round-trip driving distance!

THE DALLAS NEWS and JOURNAL offer the greatest mass coverage of this concentration of population, with their FULL circulation. They offer THREE optional plans by which the advertiser is enabled to cover all, or any selected unit of this rich, highly concentrated buying power.

*No other media in Texas can so offer advertising coverage of more than two such population unit sectors!*

## The Dallas Morning News
## The Dallas Journal

***"Texas' Major Market Newspapers"***

JOHN B. WOODWARD, Inc., *Representatives*

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## TEXAS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| DEL RIO<br>11,389 | News<br>(e) 1,639 | .03 | .... | (I) (AP) (J) (142) | News-Herald Pub. Co.<br>Julian LaCrosse, Pub. | J. Travelstead | J. Travelstead | J. Travelstead<br>C. J. Harrington (cm) | W. W. Gaines<br>Faye Dobkins (cl) | C. N. Daniel |
| DENISON<br>13,850 | Herald<br>(e) 5,023<br>Sunday edition<br>(S) 5,023 | .035<br><br>.035 | ....<br><br>.... | (D) (AP) (J) (142) | Herald Pub. Co.<br>J. L. Greer, Pres. | H. C. Shelby<br>G. Walt Greer | | J. Lee Greer | J. Lee Greer | W. T. Wingo |
| DENTON<br>9,587 | Record-Chronicle<br>(e) **1,861x** | .025 | .025 | (D) (AP) (142) | Record-Chronicle Co., Inc.<br>R. J. Edwards, Pres. | R. J. Edwards<br>L. A. McDonald | Alfred Evans (sp) | R. J. Edwards<br>Lee R. McDonald (bm)<br>C. A. Hogan (cm) | J. S. Fowler<br>L. R. McDonald (n)<br>H. A. Bradford (cl) | B. E. Drake |
| EAGLE PASS<br>6,200 | Guide<br>(e) 1,000 | .018 | .... | (D) (AP) (J) (3) | L. M. Huffman | C. C. Huffman | | M. Valez, Jr. (cm) | L. M. Huffman | |
| EASTLAND<br>4,648 | Telegram<br>(e) 2,569<br>Sunday edition<br>(S) 2,569 | .03<br><br>.03 | .021<br><br>.021 | (D) (UP) (†) (J) (142) | Times Pub. Co.<br>E. Hinrichs & F. A. Jones, Pubs. | F. A. Jones | | Walter Murray<br>Faye Hook (cm) | E. Hinrichs<br>Faye Hook (cl) | Carl Garner |
| EDINBURG<br>E821 | Valley Review<br>(m) 4,718 | .035 | .025 | (D) (AP) (†) (J) (142) | Review Ptg. Co.<br>J. C. Hall, Pres. | Dodd Vernon<br>J. C. McWhorter | | J. C. McWhorter<br>S. L. Hooper (cm) | J. C. McWhorter | Kurt Flach |
| EL PASO<br>102,421 | Herald-Post<br>(e) **25,186** | .09 | .046 | (I) (UP, AP) (†) (131) | Herald-Post Pub. Co.<br>W. G. Chandler, Pres. | Wallace Perry<br>Chester Chope | Gerald Daily<br>Bob Ingram (sp) | John W. Frierson (bm)<br>G. E. Peer (cm) | Paul R. Beedle<br>Ralph R. Wheeler (n)<br>J. W. Hacker (cl) | Guy R. Edge |
| | Times<br>(m) **17,598**<br>Sunday edition<br>(S) **18,769** | .07<br><br>.10 | ....<br><br>.... | (D) (AP, UP) (†) (E) (142) | El Paso Times, Inc.<br>D. D. Roderick, Pres. | H. S. Hunter<br>W. J. Hooten | Chas. P. Miller<br>Paxton H. Dent (sp) | Dorrance D. Roderick<br>M. C. Seamon (cm) | Val P. Lawrence<br>R. D. MacNeil (n-cl) | Phil Eickman |
| | World-News<br>(e) 4,393<br>Sunday edition<br>(S) 4,932 | .035<br><br>.035 | ....<br><br>.... | (I) (INS, UPM) (†) (119) | World-News Pub. Co.<br>M. J. Boretz, Pres. | Edwin D. Minteer | Kay Lewis | Glenn F. Nichols (bm)<br>J. C. Cason (cm) | Robt. W. Page<br>J. W. McDougall (n)<br>H. B. Lowery (cl) | Dudley Penry |
| ENNIS<br>7,069 | News<br>(e) 1,250 | .018 | .... | (I) (AP) (J) (none) | United Pub. Co.<br>G. G. Dunkerley, Pres. | J. M. Weekley | | G. G. Dunkerley | | G. Maddux |
| FORT WORTH<br>165,447 | Press<br>(e) **38,905** | .10 | .... | (I) (UP) (†) (131) | Ft. Worth Press Co. | Seward P. Sheldon<br>Roscoe Fleming | Chas. Howard<br>H. H. Boone (sp) | R. B. Waggoman (bm) | A. G. Norment<br>J. A. Foltz (n)<br>C. T. Galloway (cl) | H. L. Higgins (comp.) |
| | Star-Telegram<br>(m) **80,781**<br>Star-Telegram<br>(e) **52,767**<br>Combined daily<br>(me) **133,548**<br>Sunday edition<br>(S) **83,616**<br>Monring & Sunday<br>(MS) .....<br>Evening & Sunday<br>(ES) ..... | ....<br>....<br>.29<br>.29<br>....<br>.40 | ....<br>....<br>....<br>....<br>....<br>.... | (I-D) (AP, INS, CP) (†) (none) | Carter Publications, Inc.<br>Amon G. Carter, Pres. | James M North, Jr.<br>James R. Record | Harold Banks (m)<br>N. A. Stedman (e)<br>Flem Hall (sp-m)<br>Leroy Menzing (sp-e) | Bert N. Honea<br>Harold V. Hough (cm) | A. L. Shuman<br>Jap Newton, Jr. (n)<br>G. E. Vance (cl) | Gus Lundberg |
| GAINESVILLE<br>8,915 | Register<br>(e) 2,385 | .03 | .... | (D) (AP) (none) | Register Ptg. Co., Inc.<br>J. T. Leonard, Pres. | J. M. Leonard<br>J. T. Leonard | Morton Smith<br>Robt. Cooke (sp) | J. T. Leonard<br>C. H. Leonard (bm) | C. H. Leonard | |
| GALVESTON<br>52,938 | News<br>(m) **8,803**<br>Tribune<br>(e) **8,847**<br>Combined daily<br>(me) **17,650**<br>Sunday edition<br>(S) **12,702**<br>Evening & Sunday<br>(ES) ..... | ....<br>....<br>.10<br>....<br>.11 | ....<br>....<br>.08<br>....<br>.... | (I-D) (AP, UP) (†) (20) | News Pub. Co., Inc.<br>W. L. Moody, Jr., Pres.<br>L. C. Elbert, Pub. | E. L. Wall (m)<br>J. H. Grizzard (e)<br>Silas B. Ragsdale (me) | W. H. Gardner (m)<br>G. A. Seel (e)<br>Bill Van Fleet (sp-m)<br>Dwight Leveritt (sp-e) | Louis C. Elbert<br>A. C. Becker (bm)<br>August Weber (cm) | W. R. Roberts<br>J. C. Snider (cl) | C. W. Briggs |
| GILMER<br>1,963 | Mirror<br>(e) 665 | .015 | .... | (D) (AP) (J) (none) | Tucker & Laschinger | George Tucker | | R. H. Laschinger | | |
| GONZALES<br>3,859 | Inquirer<br>(e) 1,807 | .025 | .018 | (D) (J) (142) | Mrs. Henry Reese, Jr. | Henry Reese | | | | |
| GOOSE CREEK<br>5,216 | Sun<br>(e) 2,685 | .035 | .... | (I-D) (UP) (†) (J) (142) | Peoples Ptg. Co.<br>W. L. Pendergraft, Pres. | W. L. Pendergraft | A. M. Goul | Robt. Matherne<br>David Y. Arnett (cm) | J. S. Ott | C. T. Ristine |
| GREENVILLE<br>12,407 | Banner<br>(e) 7,932 | .03 | .... | (D) (AP) (142) | F. E. Horton | | | F. E. Horton | | |
| | Herald<br>(m) 7,908<br>Sunday edition<br>(S) 7,908 | .03<br><br>.03 | ....<br><br>.... | (D) (AP) (†) (54) | Herald Pub. Co., Inc.<br>L. A. Clark, Pres.<br>W. C. Poole, Sr., Pub. | T. R. Poole | | Tom R. Poole | W. C. Poole, Jr.<br>G. Poole (cl) | M. Wolfe |
| HARLINGEN<br>12,124 | Valley Star<br>(m) 5,145<br>Sunday edition<br>(S) 5,145 | .04<br><br>.04 | .03<br><br>.03 | (I) (AP) (none) | Star Pub. Co., Inc.<br>McHenry Tichenor, Pres. | McHenry Tichenor<br>Bishop Clements | E. C. Osborn (sp) | McHenry Tichenor<br>B. I. Martin (bm)<br>Jack Calvin (cm) | Troy McDaniel<br>Chas. Whitney (cl) | J. C. Calvin |
| HENDERSON<br>15,000 (city zone) | News<br>(e) 7,935<br>Sunday edition<br>(S) 7,935 | .05<br><br>.05 | .04<br><br>.04 | (D) (UP) (†) (J) (142) | News Pub. Co.<br>D. R. Harris, Pres. | Geo. Bowman<br>Gus Coleman | Edwin Harris<br>J. Bowman (sp) | Geo. Bowman<br>T. N. McCarty (bm)<br>Forrest Wright (cm) | Hugh Vaughn<br>Forrest Wright (cl) | E. M. Collidge<br>W. R. Harris (j) |
| HILLSBORO<br>7,823 | Mirror<br>(e) 1,259 | .018 | .018 | (D) (AP) (J) (142) | Texas Novelty Adv. Co.<br>L. J. Thompson, Pres. | J. C. Butts | J. C. Butts | Agnes Campbell<br>H. G. Blount (cm) | J. W. Edwards (local)<br>Agnes Campbell (n) | P. H. Merkel |
| HOUSTON<br>292,352 | Chronicle<br>(e) **80,011**<br>Sunday edition<br>(S) **82,009** | .18<br><br>.20 | ....<br><br>.... | (I-D) (AP, INS) (*S) (†) (E) (17) | Chronicle Pub. Co.<br>Jesse H. Jones, Pres. | W. O. Huggins<br>Geo. W. Cottingham | M. E. Walter<br>Kern Tips (sp) | G. J. Palmer (bm)<br>Steve Kelton, asst. bm<br>E. C. White (cm) | Wm. Joseph<br>R. W. McCarthy (n)<br>J. H. Butler (cl) | W. B. Nail, Sr. |
| | Post<br>(m) **64,265**<br>Sunday edition<br>(S) **72,190** | .17<br><br>.17 | ....<br><br>.... | (I-D) (UP, AP) (†) (J) (E) (142) | Houston Ptg. Co.<br>Wm. P. Hobby, Pres. | Wm. P. Hobby<br>Max Jacobs | Ed. S. Barnes<br>Lloyd C. Gregory (Sp) | Chas C. Maes<br>A. E. Clarkson (bm)<br>L. E. Brumleu (cm) | Floyd L. Rose<br>Allen G. Pike (n)<br>M. S. Schwartz (cl) | J. J. Cooper |
| | Press<br>(e) **46,026** | .13 | .08 | (I) (UP) (†) (E) (131) | Houston Press Co.<br>R. D. Henderson, Pres. | Marcellus E. Foster<br>E. M. Pooley | Royal Roussel<br>R. A. Anderson | Ralph D. Henderson (bm)<br>A. T. Lawson (cm) | Ray L. Powers<br>B. F. Moore (n)<br>E. M. Grissmer (cl) | |
| JACKSONVILLE<br>6,748 | Progress<br>(e) 1,053 | .018 | .... | (none) | B. F. Davis | B. F. Davis | | | | |
| JEFFERSON<br>2,329 | Journal<br>(e) 2,150 | .02 | .... | (D) (UP) (J) (142) | Jefferson Journal, Inc. | Abe Bower | | | | |
| KAUFMAN<br>2,279 | Herald<br>(e) 1,205 | .018 | .018 | (D) (†) (J) (none) | L. E. & Jack Callan<br>L. E. Callan, Pres. | Jack Callan<br>L. E. Callan | Jack Callan<br>James Brown (sp) | L. E. Callan | Robert Callan | J. R. Purdom<br>Loyce Callan |
| KILGORE<br>15,000 | News<br>(e) 3,537<br>Sunday edition<br>(S) 3,537 | .03<br><br>.03 | ....<br><br>.... | (D) (UP) (†) (J) (142) | News-Champion Pubs., Inc.<br>Tom E. Foster, Pres. | F. C. Adams | W. Ray Brown | M. E. Terry (bm)<br>A. P. Templin (cm) | Geo. Spaulding | W. O. Kemper<br>H. B. Davenport (j) |
| LAMPASAS<br>2,700 | Leader<br>(e) 350 | .009 | .... | (D) (J) (none) | H. J. Abney | H. J. Abney | | H. J. Abney (bm) | | |
| LAREDO<br>32,618 | Times<br>(e) 6,117<br>Sunday edition<br>(S) 6,117 | .05<br><br>.05 | ....<br><br>.... | (I-D) (AP) (†) (142) | Laredo Times, Inc.<br>F. M. Shaver, Pres. | C. M. Hall | J. W. Falvella | F. M. Shaver<br>A. C. Brooks (cm) | Ben W. Poole<br>F. M. Shaver (n) | J. G. Watt |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## TEXAS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| LONGVIEW | Journal | | | | | | | | | |
| 5,036 | (m) 2,912 | .... | .... | | | | | | | |
| 18,000 (City zone) | News | | | | | | | | | |
| | (e) 4,673 | .... | .... | (I) (AP, UP) (†( (J) (142) | Longview News Co., Inc. C. E. Faulk, Pres. | S. A. Parker..... Duke Wellington.... | M. Hollingsworth (sp) ..... | C. F. Worthen..... O. W. Hinton (cm).. | M. E. McCarthy.... C. F. Worthen (n)... O. Tucker (cl) | H. E. Watson |
| | Combined daily | | | | | | | | | |
| | (me) 7,585 | .05 | .04 | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 6,444 | .05 | .04 | | | | | | | |
| LUBBOCK | Avalanche | | | | | | | | | |
| 20,612 | (m) 7,004 | .... | .... | | | | | | | |
| | Journal | | | | | | | | | |
| | (e) 6,002 | .... | .... | (I-D) (AP) (142)... | Avalanche-Journal Pub. Co., Inc. Chas. A. Guy, Pres. | Chas. A. Guy..... | C. W. Ratliff..... Collier Parris (sp).... | Parker F. Prouty.... Paul A. Reed (cm)... | Hugh R. Norman.... Lucile B. Smith (n). J. Allan Moses (cl) | Roy S. Watts |
| | Combined daily | | | | | | | | | |
| | (me) 13,006 | .06 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 10,758 | .06 | .... | | | | | | | |
| LUFKIN | News | | | | | | | | | |
| 7,311 | (e) 1,387 | .014 | .... | (D) (AP) (J) (none) | Watford-Binion Ptg. Co. | W. C. Binion & G. E. Watford..... | M. H. Frank (sp) ..... | G. E. Watford..... J. M. Herbert (cm).. | R. E. Henry..... ..... | T. W. Collins E. S. Mitchell (j) |
| McALLEN | Press | | | | | | | | | |
| 9,071 | (e) 1,976 | .025 | .02 | (D) (J) (28)..... | Mrs. Bess McDaniel. | Mynatt Smith..... | Mynatt Smith..... | Neal Douglass, Jr. (cm)..... | Neal Douglass, Jr.... C. C. McDaniel, Jr.(n) | C. C. McDaniel, Jr. (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,976 | .025 | .02 | | | | | | | |
| McKINNEY | Courier-Gazette | | | | | | | | | |
| 7,276 | (e) 1,538 | .021 | .021 | (D) (†) (J) (none).. | Tom W. Perkins & Walter B. Wilson | Tom W. Perkins..... W. B. Wilson..... | Don Bagwill..... ..... | Wilson & Perkins.... ..... | Chas. W. Graves..... ..... | R. P. Jones M. F. Perkins (j) |
| MARLIN | Democrat | | | | | | | | | |
| 5,338 | (e) ..... | .021 | .... | (D) (AP) (J) (none). | J. M. Kennedy..... | J. M. Kennedy..... | ..... | ..... | ..... | ..... |
| MARSHALL | Messenger | | | | | | | | | |
| 16,203 | (e) 4,050 | .... | .... | | | | | | | |
| | News | | | | | | | | | |
| | (m) 4,590 | .... | .... | (I) (UP) (J) (142).. | News-Messenger Pub. Co. Joe Herrin, Pres. | Joe Herrin..... | ..... | H. P. Winsborough.. | H. P. Winsborough.. | W. L. Parker |
| | Combined daily | | | | | | | | | |
| | (me) 8,640 | .045 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 4,590 | .045 | .... | | | | | | | |
| MART | Herald | | | | | | | | | |
| 2,853 | (e) ..... | .012 | .... | (I-D) (AP) (none).. | J. L. Spencer..... | J. L .Spencer..... | ..... | Louis Hartley..... | ..... | ..... |
| MEXIA | News | | | | | | | | | |
| 6,582 | (e) 4,280 | .035 | .03 | (D) (UP) (J) (none) | News Pub. Co..... W. K. Boyd, Pres. | B. H. Broiles..... | ..... | W. K. Boyd..... | C. L. Tatum..... W. L. Foreman, Jr.(cl) | P. J. Bounds Geo. A. Lee (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 4,280 | .035 | .03 | | | | | | | |
| MIDLAND | Reporter-Telegram | | | | | | | | | |
| 5,484 | (e) 2,856 | .03 | .03 | (I) (UP) (†) (J) (142) | Midland Pub. Co.... T. P. Barron, Pres. | T. Paul Barron..... | R. C. Hankins..... | T. Paul Barron..... Fannie Harrison (cm) | James P. Harrison... ..... | S. M. Warren J. P. Harrison (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 2,856 | .03 | .03 | | | | | | | |
| MINERAL WELLS | Index | | | | | | | | | |
| 5,986 | (e) 3,011 | .03 | .... | (I) (UP) (J) (142).. | W. P. Cameron..... | W. P. Cameron..... | ..... | W. P. Cameron..... | ..... | W. C. Cox |
| MT. PLEASANT | Times | | | | | | | | | |
| 3,541 | (e) ..... | .011 | .... | (D) (J) (none)..... | P. R. Masters..... | P. R. Masters..... | ..... | ..... | ..... | ..... |
| NACOGDOCHES | Sentinel | | | | | | | | | |
| 5,687 | (e) 1,493 | .018 | .018 | (D) (AP) (none).... | Giles M. Haltom..... | Richard Haltom..... | F. W. Spradley (sp).. | Giles M. Haltom..... | Richard I. Haltom... | G. B. Engledow |
| NAVASOTA | Examiner | | | | | | | | | |
| 5,128 | (e) 750 | .021 | .018 | (D) (UP) (none).... | Spears & Whitten.... | J. G. Whitten..... | ..... | J. G. Whitten..... | ..... | G. W. Brooks |
| ORANGE | Leader | | | | | | | | | |
| 7,913 | (e) 1,292 | .03 | .... | (D) (AP) (22)..... | Leader Pub. Co..... | J. S. McBeath..... | ..... | ..... | J. B. Quigley..... | W. A. Steidley |
| | Sunday edition | | | | | | | | | |
| | (S) 1,292 | .03 | .... | | | | | | | |
| PALESTINE | Herald | | | | | | | | | |
| 11,465 | (e) 3,154 | .03 | .03 | (I) (AP) (†) (J) (142) | W.M.&H.V.Hamilton | W.M.&H.V.Hamilton W. M. Hamilton..... | Franklin Bradford... | W. M. Hamilton..... Van A. Hamilton (cm) | Lamar Hamilton..... ..... | Mrs. T. J. Carlisle W. M. Hamilton (i) |
| | Press | | | | | | | | | |
| | (m) 3,028 | .03 | .... | (I) (UP, CP) (J) (105-4-67) | C. S. Woodson..... | Ernest Jones..... | ..... | Ike Fender (cm)..... | C. C. Woodson..... | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) 3,028 | .03 | .... | | | | | | | |
| PAMPA | News | | | | | | | | | |
| 10,459 | (e) 5,113 | .04 | .03 | (I) (AP) (†) (J) (142) | Daily News, Inc..... J. Lindsay Nunn, Pres. | Olin E. Hinkle..... | Archer Fullingim.... Harry E. Hoare (sp). | Gilmore N. Nunn.... Philip R. Pond (bm). L. O. Johnson (cm).. | Ben F. Remo..... P. R. Pond (n)..... R. C. Sturgeon (cl) | Elton Jones H. Wagner (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 5,113 | .04 | .03 | | | | | | | |
| PARIS | News | | | | | | | | | |
| 15,649 | (e) 8,237 | .06 | .06 | (I-D) (AP) (mer) (142) | North Texas Pub. Co. A. G. Pat Mayse, Pub. | John H. Purnell..... | John H. Purnell..... W. N. Furey (sp).... | A. G. Pat Mayse.... Reagan Hurt (bm)... Jack Stephens (cm) | J. Riley Cross..... Elizabeth Duvall (n) | J. T. Wooten |
| | Sunday edition | | | | | | | | | |
| | (S) 8,237 | .06 | .06 | | | | | | | |
| PLAINVIEW | Herald | | | | | | | | | |
| 8,860 | (e) 4,518 | .042 | .... | (I) (AP) (†) (J) (142) | Herald-News Pub.Co., Inc. H. S. Hilburn, Pres. | H. S. Hilburn..... Jack Woodward..... | Jack Woodward..... ..... | E. Q. Perry..... Albert Jackson (cm). | E. B. Miller..... Edith Smith (cl)..... | R. A. Rodgers Roy Dement (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 4,518 | .046 | .... | | | | | | | |
| PORT ARTHUR | News | | | | | | | | | |
| 50,902 | (e) **8,217** | .06 | .06 | (I-D) (UP, AP) (22) | News Pub .Co..... E. S. Fentress, Pub. | J. E. Day..... R. O. Zollinger..... | Ted Hutchinson..... "Shep" Shepherd (sp) | J. E. Day..... H. Nogle (cm)..... | J. R. Sadler..... A. D. Trahan (n) Angus McDonald (cl) | E. H. Schuman |
| | Sunday edition | | | | | | | | | |
| | (S) **8,602** | .06 | .06 | | | | | | | |
| RANGER | Times | | | | | | | | | |
| 6,208 | (e) 2,803 | .03 | .022 | (I-D) (UP) (†) (J) (142) | Times Pub. Co..... Walter Murray, Pres. | W. H. Mayes, Jr..... | W. H. Mayes, Jr. (sp) | F. D. Hicks..... W. B. Crossley (cm). | F. D. Hicks..... W. B. Crossley (n) | J. B. Hunter |
| | Sunday edition | | | | | | | | | |
| | (S) 2,803 | .03 | .... | | | | | | | |
| SAN ANGELO | Standard | | | | | | | | | |
| 25,308 | (e) 5,116 | .... | .... | | | | | | | |
| | Times | | | | | | | | | |
| | (m) 10,123 | .... | .... | (D) (AP) (†) (142).. | San Angelo Standard, Inc. Houston Harte, Pres. | Dean Chenoweth.... | George Kunkel..... Blondy Cross (sp)... Ruby Lewis (Su).... | Houston Harte..... Herbert Taylor (bm). Minor Shutt (cm).... | A. D. Scobey..... Alba McCreary (n) Myrtle Matthews (cl) | Ben F. Roster |
| | Combined daily | | | | | | | | | |
| | (me) 15,239 | .07 | .05 | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 14,111 | .07 | .05 | | | | | | | |
| SAN ANTONIO | Express | | | | | | | | | |
| 231,542 | (m) **31,564x** | .13 | .11 | (D) (AP, CP) (mer) (†) (E) (20) | | | | | | |
| 254,562 (ABC City) | Sunday edition | | | | | | | | | |
| | (S) **50,584x** | .15 | .128 | | | | | | | |
| | News | | | | | | | | | |
| | (e) **36,774x** | .12 | .102 | (I-D) (AP) (mer) (†) (E) (20) | Express Pub. Co..... Frank G. Huntress, Pres. & Pub. | M. M. Harris..... A. W. Grant (me-m). A. W. Walliser (me-e) | Ed. Spill (m)..... Ward Burris (sp-m).. Ben Baines (e)..... Jack O'Brien (sp-e) Geo. Witting (Su) | Frank G. Huntress... A. N. Bowers (bm).. Wm. P. Allen (cm).. | J. E. McComb (local). G. E. Smith, Jr. (n) H. W. Connell (cl) | ..... |
| | Combined daily | | | | | | | | | |
| | (me) **68,338x** | .20 | .... | | | | | | | |
| | Sunday & Evening | | | | | | | | | |
| | (ES) ..... | .25 | .... | | | | | | | |
| | Light | | | | | | | | | |
| | (e) **45,121x** | .12 | .... | (I) (AP, INS, US) (mer )(†) (15) | Light Pub. Co..... W. R. Hearst, Pres. | Wm. M. McIntosh... N. Dwight Allison... | J. F. Nolen..... Harold Scherwitz (sp) F. W. Woolford (Su). | Wm. M. McIntosh... C. L. Buchanan (bm) Edmund Campbell (cm) | Bernard J. Horner... Chas. Treuter, Jr. (cl) | T. Riordan |
| | Sunday edition | | | | | | | | | |
| | (S) **72,501x** | .16 | .... | | | | | | | |
| SAN BENITO | Light | | | | | | | | | |
| 10,753 | (e) ..... | .025 | .... | (D) (UP) (J) (28).. | San Benito Pub. Co.. | W. D. Holland..... | ..... | W. D. Holland..... | ..... | ..... |
| SAN MARCOS | News | | | | | | | | | |
| 5,154 | (e) 1,050 | .025 | .02 | (I) (J) (142)..... | T. A. Buckner & Sons | Walter E. Buckner... | H. J. Williamson..... | T. A. Buckner..... Mrs. W. A. Staudt (cm) | Walter E. Buckner... | Addison Buckner |
| SHERMAN | Democrat | | | | | | | | | |
| 15,713 | (e) **6,072x** | .04 | .04 | (I-D) (AP) (mer) (†) (142) | Sherman Democrat, Inc. G. I. Wilcox, Pres. | J. Newell Johnston.. | Ted R. Blair..... Wm. Shell (sp)..... | G. H. Wilcox..... H. A. Padon (cm).... | E. M. Hampton..... Betty Baxter (n) Lorena Thompson (cl) | Herman Mabry |
| | Sunday edition | | | | | | | | | |
| | (S) **6,190x** | .04 | .04 | | | | | | | |
| SULPHUR SPRINGS | News-Telegram | | | | | | | | | |
| 5,417 | (e) 1,910 | .02 | .02 | (D) (AP) (†) (J) (none) | Echo Pub. Co..... Jno. S. & Eric Bagwell, Pubs. | Jno. S. Bagwell..... | Mary McDonald..... Jimmie Pounds, III (sp) | Eric Bagwell..... C. S. Stewart (cm)... | J. D. Bagwell..... Eric Bagwell (n)..... | E. R. Chamberlain A. A. Tetts (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,910 | .02 | .02 | | | | | | | |
| SWEETWATER | Reporter | | | | | | | | | |
| 10,848 | (e) 2,671 | .032 | .032 | (D) (UP) (142)..... | Millard L. Cope..... | ..... | ..... | Ruby Williams (bm). | Wm. Powell..... | Lee Pettit |
| | Sunday edition | | | | | | | | | |
| | (S) 2,671 | .032 | .032 | | | | | | | |

(*Continued on page* 94)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## TEXAS (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| TAYLOR | Press | | | | | | | | | |
| 7,463 | (e) 4,327 | .035 | .03 | (D) (UP) (†) (142) | Press Co. G. B. Peeler, Pres. | Geo. B. Peeler | M. Schonerstedt<br>Don Scarborough (sp)<br>Marvin Bugg (Su) | Geo. B. Peeler<br>Jack Lewis (bm)<br>L. W. Voiers (cm) | Jack Lewis<br>L. Meister (n)<br>H. Fox (cl) | G. W. Johnson |
| | Sunday edition | | | | | | | | | |
| | (S) 4,327 | .035 | .03 | | | | | | | |
| TEMPLE | News | | | | | | | | | |
| 15,345 | (m) New Daily | .04 | .... | (22) | E. K. Williamson | A. Baker | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) ..... | .04 | .... | | | | | | | |
| | Telegram | | | | | | | | | |
| | (m) **8,053x** | .06 | .... | (I-D) (AP) (mer) (†) (J) (142) | Bell Pub. Co. W. R. Humphrey, Pub. | Walter R. Humphrey. | Ted W. Mayborn<br>C. E. McClelland (sp) | Frank W. Nayborn<br>T. D. Arbuckle (cm) | Robt. L. Oglesby<br>L. G. Courtney (n) | J. B. Smith<br>Frank Mayborn (j) |
| | Sunday edition | | | | | | | | | |
| | (S) **8,385x** | .06 | .... | | | | | | | |
| | (Z) Statement for 3 mos. ending Dec. 31, 1933. | | | | | | | | | |
| TERRELL | Tribune | | | | | | | | | |
| 8,795 | (e) 3,517 | 0.03 | .03 | (I) (UP) (none) | Tribune Pub. Co. F. I. Massengill, Pres. | E. Y. Horn<br>F. I. Massengill | H. Galbraith<br>F. Massengill, Jr. (sp) | Freed I. Massengill<br>Pollard Runnels, Jr. (cm) | | Grady Ward |
| TEXARKANA | Gazette | | | | | | | | | |
| 27,356 | (m) **9,030x** | .... | .... | (I-D) (AP) (142) | Texarkana Newspapers, Inc. C. E. Palmer, Pres. | Henry Humphrey | O. P. Hanes<br>Geo. Douthit (sp) | J. A. McDermott (bm) | J. E. Cronenwett | Ernest Mundella |
| | News | | | | | | | | | |
| | (e) **5,467x** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) **14,497x** | .08 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) **10,195x** | .08 | .... | | | | | | | |
| | Press | | | | | | | | | |
| | (e) **7,929x** | .04 | .... | (I-D) (UP) (†) (22) | Chas. H. Newell | Chas. H. Newell | | Chas. H. Newell<br>Ralph Sorrells (cm) | Stanley Irvine | Jack Senter |
| | Sunday edition | | | | | | | | | |
| | (S) **8,247x** | .04 | .... | | | | | | | |
| TIMPSON | Times | | | | | | | | | |
| 1,545 | (e) ..... | .0111 | .... | (D) (3) | Timpson Ptg. Co. | T. J. Molloy | | | | |
| TYLER | Courier-Times | | | | | | | | | |
| 25,000 (city zone) | (e) 4,970 | .... | .... | (D) (AP, UP, INS) (†) (J) (142) | T. B. Butler Estate | Carl L. Estes | M. T. Lemons<br>Floyd Aten, Jr. (sp)<br>J. S. Payne (Su) | Carl L. Estes<br>J. F. Donahue (bm)<br>Roy C. Owens (cm) | J. F. Donahue | H. V. Smith<br>J. R. Burnett, (j) |
| | Telegraph | | | | | | | | | |
| | (m) 6,571 | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) 11,541 | .06 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) ..... | .06 | .... | | | | | | | |
| VERNON | Record | | | | | | | | | |
| 10,029 (1933 Est.) | (e) 3,607 | .035 | .035 | (D) (AP) (J) (54) | Vernon Record, Inc. J. P. King, Pres. R. H. Nichols, Pub. | R. H. Nichols<br>W. D. Dixon | W. D. Dixon<br>Wm Sherrill (sp) | R. H. Nichols<br>R. C. Nichols(cm) | E. A. Vernon | A. C. Smith<br>J. A. Baird (j) |
| VICTORIA | Advocate | | | | | | | | | |
| 7,421 | (e) 1,200 | .021 | .... | (D) (INS) (J) (none) | Geo. H. French | Leopold Morris | Chester Evans (sp) | Geo. H. French<br>Chester Evans (cm) | E. T. Clark | R. E. Hilmers<br>C. H. Hanson (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 1,400 | .021 | .... | | | | | | | |
| WACO | News-Tribune | | | | | | | | | |
| 52,848 | (m) **15,361** | .... | .... | (D) (AP, UP, INS) (†) (22) | Southern Pub. Co. E. S. Fentress, Pres. | Frank Baldwin | H. H. Tucker (sp) | S. D. Jones<br>W. D. Wolf (cm) | G. H. Parrick<br>H. M. Fentress (n)<br>E. J. Martin (cl) | W. R. Caldwell |
| | Times-Herald | | | | | | | | | |
| | (e) **11,676** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) **27,037** | .12 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) **25,743** | .12 | .... | | | | | | | |
| WAXAHACHIE | Light | | | | | | | | | |
| 8,042 | (e) 3,056 | .032 | .... | (I-D) (UP) (142) | Enterprise Pub. Co. J. L. Gammong, Pres. | Ed. McElroy<br>Floyd Casebolt | | Ed. McElroy | | John Flowers |
| WEATHERFORD | Herald | | | | | | | | | |
| 4,912 | (e) 1,360 | .018 | .... | (I) (AP) (none) | Weatherford Pub. Co. | H. E. Letson | | | | |
| WICHITA FALLS | Record-News | | | | | | | | | |
| 43,690 | (m) **12,222** | .... | .... | (D) (AP, UP, INS) (†) (74) | Times Pub. Co. Ed. Howard, Pres. | B. D. Donnell | H. C. Fulcher (m)<br>Bentley Nelson (e)<br>Fred Thompson (sp-m)<br>A. L. Parker (sp-e) | Ed. Howard<br>Rhea Howard (bm)<br>W. E. Rutledge (cm) | V. N. Armstrong<br>Leslie Howard (cl) | John W. Dobbs |
| | Times | | | | | | | | | |
| | (e) **13,521** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) **25,743** | .15 | .... | | | | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) **24,793** | .15 | .... | | | | | | | |
| YOAKUM | Herald | | | | | | | | | |
| 5,656 | (e) 980 | .025 | .015 | (I) (AP) (J) (28) | H. D. Meister | C. S. Morgan | | H. D. Meister<br>Leon Manning (cm) | | |
| | Sunday edition | | | | | | | | | |
| | (S) 980 | .025 | .015 | | | | | | | |
| | Times | | | | | | | | | |
| | (m) 736 | .018 | .... | (D) (J) (142-3) | H. A. Lindenburg | H. A. Lindenberg | | | | |
| | Sunday edition | | | | | | | | | |
| | (S) 736 | 0.18 | .... | | | | | | | |

## UTAH

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BRIGHAM CITY | Box Elder Journal | | | | | | | | | |
| 5,093 | (m) 1,630 | .025 | .... | (I) (J) (28-153) | Journal Pub. Co. W. C. Call, Pres. | W. R. Holmes | | W. C. Call (bm) | W. C. Call | R. R.Channell<br>P. M. Budge |
| LOGAN | Herald-Journal | | | | | | | | | |
| 9,979 | (e) 4,131 | .03 | .026 | (I) (UP) (J) (56) | Cache Valley Newspaper Co. G. Rasmuson, Pres. | Gunnar Rasmuson<br>Ottis Peterson | | Gunnar Rasmuson (bm)<br>A. L. Ripplinger (cm) | R. W. Martin<br>G. M. Hobbs (n-cl) | A. H. John, Jr.<br>W. I. Clark (j) |
| OGDEN | Standard-Examiner | | | | | | | | | |
| 41,655 | (e) **10,351x** | .06 | .054 | (I-R) (AP, UP, CP) (†) (J) (E) (19-12) | A. L. Glasmann | Darrell J. Greenwell. | J. E. O'Connor<br>A. L. Warden (sp) | J. Wayne Eldredge (bm)<br>H. E. Gibson | W. E. Zuppann (n)<br>B. V. Glasmann | D. J. Ellis |
| | Sunday edition | | | | | | | | | |
| | (S) **10,971x** | .06 | .054 | | | | | | | |
| PROVO | Herald | | | | | | | | | |
| 14,766 | (e) 3,568 | .03 | .... | (I) (INS) (56) | Herald Corp. J. A. Owens, Pres. | E. R. Rasmuson | J. R. Paulson (sp) | J. A. Owens<br>R. Barton (cm) | Geo. D. Roberts<br>E. Gessford (cl) | A. Ridge |
| | Sunday edition | | | | | | | | | |
| | (S) 3,759 | .04 | .... | | | | | | | |
| SALT LAKE CITY | Deseret News | | | | | | | | | |
| 140,267 | (e) **33,483x** | .09 | .067 | (I) (AP, INS) (J) (109) | Deseret News Pub. Co. Sylvester Q. Cannon, Pres. | Jos. J. Cannon | Alfred P. Reck<br>Les Goates (sp) | B. F. Grant<br>James M. Kirkham (bm)<br>J. Ralph Whitney (cm) | A. Brook Jenkins<br>Lionel Pugmire (cl) | June Harrow<br>Will Birkinshaw (j) |
| | Telegram | | | | | | | | | |
| | (e) **16,185x** | .... | .... | (I) (AP, UP, CT) (mer) (†) (E) (123) | Telegram Pub. Co | E. Leroy Bourne (e).<br>Kenneth S. Conn (me-e) | A. C. Deck (e)<br>Frank K. Baker (sp-e) | A. L. Fish (gm-e)<br>H. F. Robinson(gm-m) | A. A. Campbell<br>W.O. Sessions (cl) | H. E. Glenn |
| | Tribune | | | | | | | | | |
| | (m) **45,009x** | .... | .... | | | | | | | |
| | Combined daily | | | | | | | | | |
| | (me) **61,194x** | .16 | .... | | Salt Lake Tribune Pub. Co. J. F.Fitzpatrick, Pres. | G. B. Heal (m)<br>N. C. Christensen (me-m) | O. N. Malmquist (m)<br>John C. Derks (sp-m)<br>Waide M.Condon(Su) | T. J. Mullin (bm)<br>E. F. Baldwin (cm) | | |
| | Sunday edition | | | | | | | | | |
| | (S) **63,351x** | .19 | .... | | | | | | | |

## VERMONT

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BARRE | Times | | | | | | | | | |
| 11,307 | (e) **6149?** | .03 | .025 | (I) (AP) (96) | Frank E. Langley, Pres. & Pub. | Dean H. Perry | | | | |
| BENNINGTON | Banner | | | | | | | | | |
| 10,628 | (e) 3,262 | .015 | .015 | (I) (AP) (96) | Frank E. Howe | Paul C. Howe<br>C. J. Kingsley | Leonard Morrison | C. J. Kingsley<br>Chas. Hartford (cm) | Marion Beecher<br>Frank E. Howe (n) | Alfred Bushee |
| BRATTLEBORO | Reformer | | | | | | | | | |
| 9,816 | (e) 3,370 | .02 | .016 | (I-R) (AP) (96) | Brattleboro Pub. Co. Howard C. Rice, Pres. | H. C. Rice | W. A. Gilbert | H. C. Rice | H. E. Stockwell | L. R. Robinson |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## VERMONT (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BURLINGTON.... 24,789 | Free Press (m) **15,785** | .065 | .... | (R) (AP) (J) (96-83) | Free Press Assn..... W. B. Gates, Pres. | E. F. Crane..... | W. B. Gates..... F. L. Freeman (sp)... | D. W. Howe (bm)... ..... | B. D. Burdick..... D. W. Howe (n)..... R. D. Preston (cl) | J. W. Powers G. E. Little (j) |
| | News (e) **5,183** | .04 | .... | (I) (AP) (40)..... | H. Nelson Jackson... | H. Nelson Jackson... | ..... | ..... | ..... | ..... |
| MONTPELIER.... 7,837 | Argus (e) 3,721 | .018 | .... | (96)..... | M. F. Atkins..... | M. F. Atkins..... | ..... | ..... | ..... | ..... |
| RUTLAND..... 17,315 | Herald (m) **12,703** | .06 | .... | (I-R) (AP) (96).... | Herald & Globe Assn. Wm. H. Field, Pres. & Pub. | H. L. Hindley..... | ..... | L. B. Noble (bm).... L. W. Harrison (cm) | ..... | ..... |
| ST. ALBANS..... 8,020 | Messenger (e) 3,194 | .02 | .... | (R) (AP) (J) (96)... | Messenger Co..... J. Gregory Smith, Pres. | Donald Tobin..... | ..... | Donald Tobin (bm). | ..... | ..... |
| ST. JOHNSBURY. 7,920 | Caledonian-Record (e) 4,547 | .025 | .018 | (I-R) (AP) (96).... | Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres. | Herbert A. Smith.... | Lowell Smith..... | Herbert A. Smith..... | Neal W. Phillips..... R. Wheelock (cl) | Glenn Perry |

## VIRGINIA

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ALEXANDRIA 24,149 | Gazette (e) ▲**4,839x** | .04 | .035 | (D) (INS) (J) (74).. | Gazette Corp..... C. C. Carlin, Jr., Pres. | C. C. Carlin, Jr..... J. W. Tulloch..... | M. T. Dwyer..... F. Pettitt (sp)..... | C. C. Carlin, Jr..... E. O. Rammell (cm). | J. L. Reenstjerna.... R. Wright(n) T.Farrell (cl) | R. O. Strike |
| BRISTOL..... 8,840 23,893 (ABC City) | Herald-Courier (m) **8,805x** | .... | .... | (D) (AP) (none).... (I-R) (AP) (none)..... | Bristol Pub. Co..... E. M. Slack, Pres.... | Herschel Dove (m).. W. Vance..... | W. O. Crockett (m).. R. Gilmer (e)..... | C. J. Harkrader (bm) G. K. McClellan (cm). | Ernest W. Russell... M. Pershing (n) S. Cofer (cl) | S. Noe |
| | News-Bulletin (e) **2,184x** | .... | .... | | | | | | | |
| | Combined Daily (me) **10,989x** | .07 | .... | | | | | | | |
| | Sunday edition (S) **10,715x** | .... | .... | | | | | | | |
| | Evening and Sunday (ES) ..... | .07 | .... | | | | | | | |
| CHARLOTTESVILLE 15,245 | Progress (e) 4,869 | .035 | .032 | (D) (AP) (none).... | J. H. Lindsay, Inc... J. G. Lindsay, Pres.. | J. K. Irving, Jr. (me) ..... | W. S. Lacy, Jr..... B. Leigh Hawkins (sp) | J. G. Lindsay (bm).. W. F. Markwood (cm) | C. E. Lindsay..... J. G. Lindsay (n) Eloise R. Gentry (cl) | S. T. Ballard |
| CLIFTON FORGE 6,839 | Review (e) **1,349x** | .03 | .02 | (D) (UP) (J) (143).. | Clifton Forge Review, Inc. Geo. O. Greene, Pres. | Inc. Geo. O. Greene.. ..... | Geo. O. Greene..... B. C. Greene (sp).... | M. Botts Lewis..... J. H. Lewis (cm) | M. Botts Lewis..... | M. B. Lewis (j) |
| COVINGTON 6,538 | Virginian (e) 4,070 | .03 | .... | (I) (AP) (J) (54)... | Covington Virginian, Inc. R. F. Beirne, Pres. | Richard F. Beirne... | Wm. Bailey..... Martin Goodman (sp) | J. L. Goodman (bm). O. B. Hilton (cm)... | J. L. Goodman..... G. Arritt (cl)..... | F. E. Delaney Virgil E. Wood (j) |
| DANVILLE..... 22,247 27,829 (ABC City) | Register (m) **6,658** | .... | .... | (D) (AP) (†) (20).. | Register Pub. Co.,Inc. H. B. Trundle, Pres.. | W. S. Meacham (m). Gerard Tetley (e).... | Julian Adams (sp-m). W. Christianson (sp-e) | H. B. Trundle..... A. A. Farley (cm)... | O. Rollins..... H. B. Trundle (n) F. K. Fletcher (cl) | ..... |
| | Bee (e) **8,775** | .... | .... | | | | | | | |
| | Combined Daily (me) **15,433** | .06 | .05 | | | | | | | |
| | Sunday edition (S) **7,371** | .... | .... | | | | | | | |
| | Evening and Sunday (ES) ..... | .07 | .... | | | | | | | |
| FREDERICKSBURG 6,826 | Free Lance-Star (e) 5,117 | .03 | .025 | (D) (AP) (54)..... | Free Lance-Star Pub. Co. | Josiah P. Rowe, Jr... | Chester B. Goolrick.. L. W. Houston (sp) | Josiah P. Rowe, Jr... | Geo. L. Hunter, Jr... | ..... |
| HARRISONBURG. 7,232 | News-Record (m) **6,360x** | .04 | .... | (I) (AP) (J) (41)... | Rockingham Pub. Co. H. F. Byrd, Pres.... | Harry F. Byrd..... John R. Crown..... | John R. Crown..... J. R. Lineweaver (sp) | Harry F. Byrd..... H. B. Slaven (bm) J. L. Klinger (cm) | H. B. Slaven ..... | R. C. Hughes |
| LYNCHBURG.... 40,661 | News (m) **8,766x** | .... | .... | (D) (AP) (43)..... | Carter Glass & Sons.. | Robt. Glass (m)..... Carter Glass, Jr. (e).. Powell Glass (man. ed) | H. H. Parker (ce-m). H. L. Johnson (ce-e). Milton Apperson (sp) | M. K. Duerson (bm). H. S. Shaner (cm).... | R. C. McGhee..... M. K. Duerson (n) | M. P. Tanner |
| | Advance (e) **7,668x** | .... | .... | | | | | | | |
| | Combined Daily (me) **16,434x** | .06 | .05 | | | | | | | |
| | Sunday edition (S) **10,248x** | .... | .... | | | | | | | |
| | Evening and Sunday (ES) ..... | .06 | .05 | | | | | | | |
| NEWPORT NEWS 34,417 | Press (m) **6,567** | .... | .... | (D) (AP) (74)..... | Daily Press, Inc..... Raymond B. Bottom, | L. T. Jester, (m).... W. M. Harrison (e).. | Howard E. Lee (ce-m) G. L. Price (ce-e).... F. P. Daily (sp-m)... T. J. Johnson (sp-e). | Raymond B. Bottom (bm)..... W. C. Bonner (cm) | L. E. Pugh..... H. M. Siegrist (n) | H. C. Diggs |
| | Times-Herald (e) **8,312** | .... | .... | | | | | | | |
| | Combined Daily (me) **14,879** | .06 | .... | | | | | | | |
| | Sunday edition (S) **11,713** | .... | .... | | | | | | | |
| | Evening and Sunday (ES) ..... | .06 | .... | | | | | | | |
| NORFOLK..... 129,710 | Ledger-Dispatch (e) **41,549** | .... | .08 | (I-D) (AP, UP) (†) (E) (20)..... (I-D) (AP) (†) (E) (20) | Norfolk Newspapers, Inc. P.S. Huber, Pres.... | Douglas Gordon (ed-e) Keville Glennan (me-e) L. I. Jaffe (ed-m) ... W. R. Harris (me-m) | J. E. Shank (e) ..... Tom Hanes (sp-e)... John Spencer (m).... W. N. Cox (sp-m)... | P. S. Huber..... Ellis Loveless ..... (asst bm) N. N. Hill (cm-e) R. J. Marks (cm-m) | F. S. Cook (e)..... H. B. Tatem (m).... W. S. Davis (cl) | R. W. Nagle |
| | Virginian-Pilot (m) **42,215** | .... | .07 | | | | | | | |
| | Combined Daily (me) **83,764** | .22 | .... | | | | | | | |
| | Sunday edition (S) **42,296** | .... | .... | | | | | | | |
| | Evening and Sunday (ES) ..... | .22 | .... | | | | | | | |
| PETERSBURG.. 28,564 | Progress-Index (e) 9,107 | .05 | .... | (D) (AP) (19)..... | Petersburg Newspaper Corp. W. E. Harris, Pres... | Walter Edward Harris J. Curtis Lyons..... | J. Curtis Lyons..... H. C. Tillery (sp).... | R. B. Huber..... L. L. Livengood (cm). | R. H. Ryan..... R. K. Hudgins (cl) | J. B. Jackson |
| | Sunday edition (S) 9,107 | .05 | .... | | | | | | | |
| PORTSMOUTH... 45,704 | Star (e) 9,016 | .05 | .04 | (I-D) (AP) (†) (19). | Star Pub. Co..... N. R. Hamilton, Pres. | Norman R. Hamilton W. B. Lohman..... | Robert Barbe..... Edwin Rice (Su)..... | L. M. Palmer, Jr. (cm) ..... | W. B. Darden..... R. D. Hamilton (n) | C. B. Saunders |
| | Sunday edition (S) 9,016 | .05 | .05 | | | | | | | |
| PULASKI..... 7,168 | Southwest Times (e) 3,790 | .03 | .03 | (I) (UP) (J) (70)... | Southwest Pub. Co., Inc. T. J. Wallner, Pres.. | H. R. Imboden..... | ..... | H. R. Imboden..... Foy Aust (cm) ..... | H.R. Imboden..... E. T. Imboden (cl) | H. M. Brookman |
| | Sunday edition (S) 3,790 | .03 | .03 | | | | | | | |
| RICHMOND..... 182,929 195,696 (ABC City) | News-Leader (e) **66,287** | .18 | .12 | (D) (AP) (†) (127-12-55) | News-Leader Co..... John Stewart Bryan, Pres. and Pub. | Douglas S. Freeman.. Earl Sowers..... | W. T. Christian..... Chas. Hamilton..... | L. A. Gaines, Jr. (bm) Tennant Bryan (cm). | William Ellyson, Jr.. R. S. Stephenson (n). Lewis N. Little (cl) | R. A. Cooke |
| | (Rates subject to 10% temporary discount) | | | | | | | | | |
| | Record (m) 379 | .04 | .... | (118)..... | Garrett & Massie, Inc. | G. E. Massie, Jr..... | ..... | G. Edmund Massie (cm) | ..... | W. B. Broocks |
| | Times-Despatch (m) **62,810** | .15 | .125 | (I-D) (AP, NANA) (†) (140) | Times-Despatch Pub. Co., Inc. | Vincent G. Byers.... Rowland Wood..... | Clarence E. Boykin.. C. W. Houston (sp).. | L. L. Cardona (bm).. C. D. Jones (cm).... | W. Nash Penny..... M. B. Sacks (n) | W. G. Palmateer |
| | Sunday edition (S) **66,928** | .17 | .14 | ..... | C. P. Hasbrook, Pres. & Pub. | ..... | F. J. McDermott (Su) | ..... | G. N. Benjamin (cl) | |

(*Continued on page* 96)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## VIRGINIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ROANOKE | Times | | | | | | | | | |
| 69,206 | (m) **19,733x** | .... | .... | | | | | | | |
| | World-News | | | | | | | | | |
| | (e) **16,165x** | .... | .... | | | | | | | |
| | Combined Daily | | | | | | | | | |
| | (me) **35,898x** | .11 | .10 | (D) (AP, US) (†) (43-55) | Times-World Corp... J. P. Fishburn, Pres. | H. P. Chapman (m).. W. Atkinson (me-m). | ..... ..... | W. E. Thomas..... E. C. Lugar (cm).... | C. H. Carson (adv.dir.) J. F. Donalson (adv. mgr.) | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) **25,406x** | .08 | .... | | | W. B. Smith (e)..... | ..... | ..... | W. P. Gooch (n) | |
| | Evening & Sunday | | | | | W. C. Stouffer (me-e) | ..... | ..... | F. C. Flora (cl) | |
| | (ES) ..... | .12 | .... | | | | | | | |
| STAUNTON | Leader | | | | | | | | | |
| 11,990 | (e) **2,468x** | .... | .... | | | | | | | |
| | News-Leader | | | | | | | | | |
| | (m) **4,381x** | .... | .... | (D) (AP) (54)..... | Leader Pub. Co., Inc. | R. D. Haislip..... | E. Lewis Knowles... | Mrs. Chas. K. Brown (bm) | E. W. Opie..... | ..... |
| | Combined Daily | | | | | | | | | |
| | (me) **6,849x** | .045 | .029 | | Hierome L. Opie, Pres. | E. Walton Opie..... | Chas. K. Brown (sp). | Geo. H. Powell (cm) | Mrs. C. K. Brown (n) | |
| | Sunday edition | | | | | | | | | |
| | (S) **4,976x** | .045 | .029 | | | | | | | |
| STRASBURG | Northern Va. Daily | | | | | | | | | |
| 1,901 | (m) 3,161 | .035 | .025 | (I) (AP) (J) (41)... | Shenandoah Pub. House E. E. Keister, Pres. | Arthur Davidson.... | Walter Milner (sp).. | E. E. Keister..... W. K. Cooley (bm).. Fred Palmer (cm) | Fred Palmer..... E. E. Keister (n).... | C. S. McCarthy W. K. Cooley (j) |
| SUFFOLK | News-Herald | | | | | | | | | |
| 10,271 | (e) 3,344 | .045 | .... | (D) (AP) (28)..... | Suffolk News Co., Inc. H. Stuart Lewis, Pres. | W. C. Johnston..... | ..... | C. J. Riddick, Jr..... | J. L. Bangley, Jr.... | ..... |
| WAYNESBORO | News-Virginian | | | | | | | | | |
| 6,226 | (e) 2,220 | .03 | .02 | (I-D) (AP) (J) (41). | Waynesboro Pub. Corp. | Louis Spilman..... | ..... | Louis Spilman..... | W. M. Humphries... | W. M. Humphries |
| WINCHESTER | Star | | | | | | | | | |
| 10,944 | (e) **4,194x** | .035 | .03 | (I) (AP) (J) (41).... | H. F. Byrd, Pres. & Pub. | H. F. Byrd..... | John Hoover..... | R. S. Fansler..... | R. S. Fansler..... | Kenneth Rush Blair March (j) |

## WASHINGTON

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ABERDEEN | World | | | | | | | | | |
| 21,723 | (e) 7,189 | .05 | .05 | (R) (AP, UP) (†) (J) (19-102)..... | Grays Harbor Pub.Co. W. A. Rupp, Pres. | W. A. Rupp..... C. J. Glazier..... | Harold Olson..... Fred Hampson (sp).. | W. A. Rupp..... R. V. Mack (bm).... P. P. Foelkner (cm).. | W. M. Ruble..... P. P. Foelkner (n)... Bertha Ruby (cl) | Edw. Skrondal E. B. Linsley (j) |
| ANACORTES | Mercury | | | | | | | | | |
| 6,564 | (e) ..... | .029 | .... | (I) (UP) (J) (none). | J. O. McNary..... | ..... | ..... | ..... | ..... | ..... |
| BELLINGHAM | Herald | | | | | | | | | |
| 30,823 | (daily) 13,766 | .08 | .... | (I-R) (AP, UP) (†) (E) (146)..... | Bellingham Pub. Co. S. A. Perkins, Pres. | W. C. Carver..... | Walter Healy..... Frank Downie (Su).. | Frank I. Sefrit..... C. L. Sefrit (bm).... M. W. Blonden (cm). | W. T. Wetherell..... W. Y. Chester (n) F. E. Bardwell (cl) | E. C. Holt, Sr. |
| | Sunday edition | | | | | | | | | |
| | (S) 7,840 | .05 | .... | | | | | | | |
| | News | | | | | | | | | |
| | (e) 4,702 | .03 | .... | (D) (UP) (61)..... | S. N. Harrison..... | Wm. Gardiner..... | Geo. Hipkoe (sp).... | S. N. Harrison..... L. C. Newton (cm).. | S. E. Rugg..... Robt. Bowen (n) | Richard Cox |
| BREMERTON | News-Searchlight | | | | | | | | | |
| 10,170 | (e) **4,542x** | .045 | .... | (D) (AP, UP) (102). | W. B. Jessup..... | W. B. Jessup..... | ..... | J. H. Jessup (bm).... J. S. Jessup (cm) | J. H. Jessup..... | ..... |
| CENTRALIA | Chronicle | | | | | | | | | |
| 8,058 | (e) 3,418 | .035 | .... | (R) (AP) (mer) (†) (J) (102) | CentraliaPtgCo.,Inc. H. L. Bras, Pres. | H. L. Bras..... | V. B. Noel..... David James (sp).... | R. W. Edinger..... J. M. Scott (cm)..... | R. W. Edinger..... | H. A. Dunckley |
| ELLENSBURG | Record | | | | | | | | | |
| 4,621 | (e) 2,195 | .03 | .02 | (I-R) (AP) (J) (102) | Record-Press, Inc.... J. C. Kaynor, Pres. | J. C. Kaynor..... | Ralph Jones..... V. Cunningham (sp). | J. C. Kaynor..... G. H. Kaynor (bm).. V. Cunningham (cm) | Milton Flodman..... J. Dixon (cl)..... | K. S. Kaynor John Wilkins (j) |
| EVERETT | Herald | | | | | | | | | |
| 30,567 | (e) 14,039 | .05 | .... | (I) (AP, UP) (146-48) | Daily Herald Co..... Mrs. Gertrude D. Best, Pres. | ..... | Dean Ashton..... | Mrs. G. D. Best..... | Henry Jeklin..... | ..... |
| | News | | | | | | | | | |
| | (m) 4,538 | .04 | .... | (I) (AP) (123)..... | News Co..... H. M. Peet, Pres.. | Herbert M. Peet..... | E. Busselle..... Hugh Fortner (sp)... | Leonard G. Diehl.... C. L. Pearson (cm).. | Frank W. Kaull..... E. Hanson (n) | Walter Neubert |
| | Sunday edition | | | | | | | | | |
| | (S) 4,538 | .04 | .... | | | | | | | |
| HOQUIAM | Grays Harbor Washingtonian | | | | | | | | | |
| 12,766 | (m) 4,114 | .045 | .036 | (R) (AP) (J) (102).. | Albert Johnson..... | Albert Johnson..... | Kenneth Schell..... Carl Peterson (sp)... | H. L. Ekholm..... F. B. McNutt (bm).. | J. L. Hartshorn..... | E. C. Jones F. B. McNutt (j) |
| | Sunday edition | | | | | | | | | |
| | (S) 4,114 | .045 | .036 | | | | | | | |
| KELSO | Tribune | | | | | | | | | |
| 6,260 | (e) 3,794 | .035 | .... | (I-R) (UP) (†) (J) (102)..... | Kelso Pub. Co..... F. M. Dallam, Jr., Pres. | D. F. McKenna..... F. M. Dallam Jr..... | J. Carlton Moore (sp) | F.M.Dallam,Jr.(bm) R. A. Hays (cm).... | E. Norman Purser... | ..... |
| LONGVIEW | News | | | | | | | | | |
| 10,652 | (e) 5,645 | .05 | .027 | (I-R) (AP) (†) (J) (146-48) | J. M. McClelland.... | J. M. McClelland.... | D. M. Simonson..... Jack Cramer (sp).... | J. M. McClelland.... R. E. Light (bm).... E. A. McKee (cm) | R. M. Anderson..... Ann McIver (cl)..... | J. L. Miller |
| MOUNT VERNON | Herald | | | | | | | | | |
| 3,690 | (e) 3,017 | .03 | .025 | (I-R) (AP) (J) (102) | Herald Pub. Co..... H. B. Averill, Pres. | H. B. Averill..... | Oliver Noce..... | H. B. Averill..... L. F. Buchnaan (cm) | Joe H. Forman..... | Hale Beecher |
| OLYMPIA | Olympian | | | | | | | | | |
| 11,714j | (daily) 5,185 | .05 | .035 | (R) (AP, UP) (J) (146-61) | Wash. Recorder Pub. Co. S. A. Perkens, Pres. | H. M. Lane..... | H. M. Lane..... Joe Kershner (sp).... | Fred F. Chitty..... R. C. Gruhlke (cm).. | Earl W. Foster..... Edna J. Moore (cl) | Verne L. Husk |
| | Sunday edition | | | | | | | | | |
| | (S) 5,131 | .05 | .035 | | | | | | | |
| PORT ANGELES | News | | | | | | | | | |
| 10,261 | (e) **2,510** | .035 | .03 | (I-R) (AP) (J) (61). | E. B. Webster..... | Wm. D. Welsh..... | Jack Henson..... | John Schweitzer..... J. F. Vollendorff (cm) | J. Schweitzer..... J. F. Vollendorff (cl). | R. F. Walsh Ray Blackburn (j) |
| SEATTLE | Post-Intelligencer | | | | | | | | | |
| 390,646 (ABC City) | (m) **86,853** | .25 | .... | (I) (AP, US, INS) (mer) (†) (E) (16) | Post-Intelligencer Co. W. V. Tanner, Pub. | L. R. Polcar (me).... | Oliver Morris..... Royal Brougham (sp) Paul Donaldson (Su) | J. C. Flagg..... A. E. Crawford (cm). | C. B. Lindeman(ad-dir) Russell Young (cl) | ..... |
| | Sunday edition | | | | | | | | | |
| | (S) **148,932** | .32 | .... | | | | | | | |
| | Star | | | | | | | | | |
| | (e) **85,358** | .24 | .14 | (I) (UP) (mer) (†) (E) (56) | Star Pub. Co..... H. W. Parish, Pres. | Ralph Benjamin..... Stewart Whitehouse. | Pete Lemon..... C. Harrison (sp)..... | H. W. Parish..... F. W. Webster (bm). Geo. Dohonue (cm).. | Harry Marshall..... L. Cornfield (n) B. Hoon (cl) | ..... |
| | Journal of Commerce | | | | | | | | | |
| | (m) 3,001 | .08 | .05 | (I) (UP) (118-44)... | Daily Journal of Commerce, Inc. O. J. David & M. F. Brown, Pubs. | M. F. Brown..... | Nick Schwartz..... | O. J. David & M. F. Brown..... L. J. Brown (cm).... | L. J. Brown..... | R. M. Johnston |
| | Times | | | | | | | | | |
| | (e) **89,750** | .25 | .12 | (I) (AP, UP, NYT, CT) (*S) (†) (E) (114) | Seattle Times Co.... C. B. Blethen, Pres. | C. B. Blethen..... C. E. Brasier..... | Ray W. Felton..... Geo. Varnell (sp).... R. J. Harvison (Su).. | A. F. Logan (bm).... H. H. Cahill (cm).... | L. C. Snyder..... L. Leo Green (n) T. P. Bellwin (cl) | W. A. Sheehan |
| | Sunday edition | | | | | | | | | |
| | (S) **100,019** | .25 | .12 | | | | | | | |
| SPOKANE | Spokesman-Review | | | | | | | | | |
| 115,514 | (m) **41,022** | .... | .... | (I-R) (AP, NANA) (mer) (†) (104-102) | Cowles Pub. Co..... W. H. Cowles, Pres. & Pub. | Geo. W. Dodds (me). | M. Glendinning..... C. R. Stark (sp)..... W. W. Hindley (Su). | J. F. Young (bm).... C. H. Breed (cm).... | G. W. Roche (dir. ret. ad.) B. F. Lacy (mgr. ret. ad.) | W. D. Edmunds |
| | Sunday edition | | | | | | | | | |
| | (S) **45,120** | .17 | .... | | | | | | | |
| | Chronicle | | | | | | | | | |
| | (e) **38,442** | .... | .... | (I) (AP, NANA) (mer) (†) (104-102) | Spokane Chronicle Co. Henry Rising, Pres. | Henry Rising..... H. Pierce (news)..... | H. E. Cassill..... Ronald Broom (sp).. | W. H. Cowles, Jr. (bm) L. E. Dyer (cm)..... | Tom J. Turner (n) J. J. Tierney (cl) | |
| | Combined Daily | | | | | | | | | |
| | (me) **79,464** | .25 | .... | | | | | | | |
| | Sunday & Evening | | | | | | | | | |
| | (ES) ..... | .25 | .... | | | | | | | |
| | Press | | | | | | | | | |
| | (e) **21,352** | .07 | .... | (I) (UP) (mer) (†) (56) | Press Pub. Co..... E. W. Jorgenson, Pub. | E. W. Jorgenson..... | R. M. Emahiser..... H. Parr (sp)..... | Frank L. Taylor (bm) H. Hanson (cm) | F. L. Taylor..... J. R. Eriskson (n)... G. C. Allen (cl) | R. C. Attebery |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## WASHINGTON (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| TACOMA<br>106,817 | Ledger<br>(m) **14,600**<br>News-Tribune<br>(e) **30,376**<br>Combined Daily<br>(me) **44,976**<br>Sunday edition<br>(S) **25,730**<br>Sunday & Evening<br>(ES) .....<br>Times<br>(e) **25,889** | .06<br>.11<br>.15<br>.10<br>.18<br>.08 | ....<br>....<br>....<br>....<br>....<br>.061 | (I-R) (AP, NANA) (†) (84)<br>(I) (UP) (†) (56) | Tacoma Pub. Co.<br>Frank S. Baker, Pres.<br>Times Pub. Co.<br>M. H. Voorhees, Pres. & Pub. | Frank S. Baker (m)<br>Charles B. Welch (e)<br>M. J. Mingo (me-m)<br>P. T. Harvey (news-e)<br>L. S. Langlow (me) | .....<br>.....<br>.....<br>J. T. Crowe<br>Elliott Metcalf (sp) | Charles B. Welch<br>H. Lyness (cm-m)<br>W. D. Lyness (cm-e)<br>M. H. Voorhees<br>F. Naccarato (cm) | S. S. Anderson<br>Norris E. Inveen (n)<br>Harry H. Lynch (cl)<br>F. W. Power<br>H. H. Hutchinson (n)<br>A. O. Andreason (cl) | W. W. Vosburgh<br>R. I. Sanders |
| VANCOUVER<br>15,752 | Columbian<br>(e) 6,041 | .04 | .04 | (I) (AP, UP) (mer) (†) (102) | H. J. Campbell, Pres. & Pub. | Herbert J. Campbell. | R. L. Bachman<br>E. D. Souther | H. J. Campbell<br>B. H. Kreis (bm)<br>J. C. Walters (cm) | B. H. Kreis<br>R. D. Behm (n).<br>Mrs. K. Hayslip (cl) | C. E. Whitmore |
| WALLA WALLA<br>15,976<br>17,521 (ABC City) | Bulletin<br>(e) **6,902**<br>Sunday edition<br>(S) **6,865**<br>Union<br>(m) **4,566**<br>Sunday edition<br>(S) **4,587** | .05<br>.05<br>.035<br>.035 | ....<br>....<br>....<br>.... | (I) (AP) (†) (J) (102)<br>(I) (AP) (J) (19) | Bulletin Ptg. Co.<br>John G. Kelly, Pres.<br>Walla Walla Union Co. | John G. Kelly<br>H. S. Mitchell<br>R. W. Fisher | H. S. Mitchel<br>Al McVay (sp)<br>Daniel C. Henney<br>Lyman Lynn (sp) | John G. Kelly<br>F. G. Mitchell (bm)<br>F. C. Roecker, Jr. (cm)<br>K. K. Williams (bm).<br>V. W. Spears (cm) | F. G. Mitchell<br>Robert West (cl)<br>Murry Ifft<br>K. K. Williams (n)<br>Jack Paxton (sp) | Geo. M. Smith<br>Tom Rice (j)<br>Wade Owsley<br>A. Anger (j) |
| WENATCHEE<br>11,627 | World<br>(e) **9,123** | .05 | .... | (I-R) (UP, AP) (†) (E) (19-48) | World Pub. Co.<br>Rufus Woods, Pres. | Rufus Woods<br>E. H. McPherson | Kirby Billingsley<br>Karl Stoffel (sp) | Rufus Woods<br>K. P. Sexton (bm) | M. M. Gardner | ..... |
| YAKIMA<br>27,966 | Herald<br>(m) 5,978<br>Sunday edition<br>(S) 11,429<br>Republic<br>(e) 6,358<br>Combined Daily<br>(me) 12,349 | .04<br>.06<br>.04<br>.07 | ....<br>....<br>....<br>.... | (I) (AP) (†) (J) (102)<br>(R) (AP, UP) (†) (J) (102) | Republic Pub. Co.<br>W. H. Robertson, Pres.<br>Republic Pub. Co.<br>W. H. Robertson, Pres. | Paul Neill<br>W. W. Robertson<br>S. I. Anthon (me) | Don Dent<br>Roy Pearson (sp)<br>Henry Alderman<br>Leonard Lerwill (sp) | W. H. Robertson<br>Murray Clark (cm)<br>W. H. Robertson<br>Murray Clark (cm) | Roger A. Neal<br>L. H. Beckley (n)<br>W. M. Burtner (cl)<br>Loren S. Rieman<br>L. H. Beckley (n)<br>W. M. Burtner (cl) | P. S. Hotchkiss<br>T. N. Remy (j)<br>P. S. Hotchkiss<br>T. N. Remy (j) |

## WEST VIRGINIA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BECKLEY<br>9,357 | Post-Herald<br>(m) **3,777x**<br>Raleigh Register<br>(e) **3,652x**<br>Combined daily<br>(me) **7,429x**<br>Sunday edition<br>(S) **7,205x** | ....<br>....<br>.05<br>.05 | ....<br>....<br>.04<br>.... | (R) (AP) (J) (41)<br>(D) (AP) (J) (41)<br>(D) | Beckley Newspaper Corp.<br>Charles Hodel, Pres. | Ted McDowell (me-m)<br>A. S. Johnstone (me-e) | P. W. Feigley (sp-m)<br>C. J. McQuade (sp-e). | Charles Hodel<br>A. J. Adams (cm-m)<br>B. F. Stout (cm-e) | Dorsey E. Biggs | R. L Sadler |
| BLUEFIELD<br>19,339 | Telegraph<br>(m) **9,877x**<br>Sunset News<br>(e) **1,294x**<br>Combined daily<br>(me) **11,171x**<br>Sunday edition<br>(S) **14,603x**<br>Evening & Sunday<br>(eS) ..... | ....<br>....<br>....<br>.07<br>....<br>.08 | ....<br>....<br>....<br>....<br>....<br>.... | (R) (AP) (74)<br>(D) (AP) (74) | Telegraph Ptg. Co.<br>H. I. Shott, Pres. | H. I. Shott<br>H. I. Shott, Jr. | C. J. Thompson (m).<br>H. E. Steele (e)<br>V. L. Currance (spm)<br>H. W. Ball, (sp-e) | H. I. Shott<br>Jim H. Shott (bm)<br>R. L. Longworth (cm) | G. M. Leedy<br>B. L. Early (n)<br>C. S. Henderson (cl) | R. M. Edwards<br>H. L. Stephens |
| CHARLESTON<br>30,408 | Gazette<br>(m) **31,961x**<br>Sunday edition<br>(S) **37,480x**<br>Mail<br>(e) 28,829<br>Sunday edition<br>(S) 28,829 | .10<br>.11<br>.09<br>.09 | ....<br>....<br>.09<br>.... | (I-D) (AP) (E) (37).<br>(I-R) AP, UP) (41). | Daily Gazette Co.<br>W. E. Chilton, Jr., Pres.<br>Charleston Mail Assn.<br>Walter E. Clark, Pres. | W. E. Chilton, Jr.<br>R. H. Martin<br>S. G. Damron | Harry L. Flournoy<br>Frank Knight (sp)<br>C. M. Lundry<br>Ted Ramsey (sp)<br>R. H. Bull (Su) | Robert L. Smith<br>A. H. Pruett, Jr. (cm)<br>Walter E. Clark<br>B. H. Anderson (bm).<br>G. E. Evans (cm) | H. E. Grace<br>W. W. Shank (cl)<br>C. E. Anderson<br>B. H. Anderson (n)<br>Mrs. M. J. Collins (cl) | H. B. Folk<br>P. J. Canova |
| CLARKSBURG<br>28,850 | Exponent<br>(m) **11,972**<br>Telegram<br>(e) **14,537**<br>Combined daily<br>(me) **26,509**<br>Sunday edition<br>(S) **29,051** | ....<br>....<br>....<br>.12<br>.12 | ....<br>....<br>....<br>....<br>.... | (D) (AP) (J) (41)<br>(R) (AP) (J) (41)<br>(I) | Clarksburg Pub. Co.<br>J. Hornor Davis, V.-P. | H. G. Rhawn (m)<br>Wm. L. Geppert (e) | Bernard Gainer (ce-m)<br>Myron Martin (ce-e).<br>Wade Pepper (sp-m).<br>Leo F. King (sp-e)<br>H. G. Rhawn & W. L. Geppert (Su) | W. Guy Tetrick<br>W. W. Powell, Jr. (bm)<br>W. H. Childs (cm) | George R. Snyder | A. W. Plyman (m)<br>J. F. Sehiever (e)<br>W. E. Eardley (j-m)<br>H. Montgomery (j-e) |
| ELKINS<br>7,345 | Inter-Mountain<br>(e) 3,700 | .025 | .... | (R) (AP) (J) (41) | H. C. Ogden | R. G. Bush (me) | ..... | Jas. A. Wilverding (bm) | Jas. A. Wilverding | ..... |
| FAIRMONT<br>23,159 | Times<br>(m) **4,163**<br>West Virginian<br>(e) **4,391**<br>Combined daily<br>(me) **8,554**<br>Sunday edition)<br>(S) **9,508** | ....<br>....<br>.065<br>.065 | ....<br>....<br>....<br>.... | (D) (AP, UP) (†)(41)<br>(R) (AP, UP) (†) (41) | Fairmont Newspaper Pub. Co.<br>W. J. Weigel, Pres. | ..... | ..... | ..... | ..... | ..... |
| GRAFTON<br>7,737 | Sentinel<br>(e) ..... | .025 | .... | (R) (AP) (J) (41) | Howard H. Holt | Howard H. Holt<br>Geo. L. Egbert | C. P. Wilson | Howard H. Holt<br>B. V. Guard (bm) | B. V. Guard | W. E. Brown |
| HINTON<br>6,654 | News<br>(e) 1,552 | .02 | .025 | (R) (AP) (J) (30) | H. C. Ogden | J. E. Faulconer | Eldrich Caudle (sp) | E. Martufi (cm) | Ralph Grimmett | C. E. Henne<br>A. Callaham (j) |
| HUNTINGTON<br>75,372 | Herald-Dispatch<br>(m) **12,141x**<br>Advertiser<br>(e) **11,643x**<br>Combined daily<br>(me) **23,784x**<br>Sunday edition<br>(S) **18,529x** | ....<br>....<br>....<br>.14<br>.12 | ....<br>....<br>....<br>.08<br>.... | (R)<br>(D)<br>(I) | (AP, UP, INS) (E) (74)<br>Dave Gideon (Pub-m)<br>J. H. Long (Pub-e)<br>L. T. Long (Pub-S)<br>Huntington Pub. Co.<br>J. H. Long, Pres. | Jim Clendennin (m)<br>Clyde Wellman (e)<br>H. R. Pinckard (Su)<br>Jin Clendennin (me-m)<br>Walker Long (me-e) | Gene Brown (ce-m)<br>Wendell Reynolds (ce-m)<br>Duke Ridgley (sp-m)<br>Bill Bess (sp-e)<br>Doug Freutel (sp-Su)<br>H. R. Pinckard (Su) | Luther T. Long<br>John Branthoover (cm) | E. J. Lester | C. A. Baumgartner |
| KEYSER<br>6,248 | Mineral News<br>(e) 2,173 | .025 | .... | (D) (J) (41) | W. H. Barger | ..... | ..... | W. H. Barger | ..... | ..... |
| MARTINSBURG<br>14,857 | Journal<br>(e) **4,940** | .035 | .031 | (I-R)(AP) (†)(J)(30) | C. W. Morrison<br>Journal Pub. Co.<br>H. C. Ogden, Pres. | G. C. McKwon | G. C. McKown<br>C. McK. Thompson (sp) | C. W. Morrison<br>Frances M. Townsend (bm)<br>Lawrence Irvin (cm) | C. W. Morrison | C. W. Morrison |
| MORGANTOWN<br>16,186 | Dominion-News<br>(m) **6,108**<br>Post<br>(e) **5,983**<br>Combined daily<br>(me) **12,091** | ....<br>....<br>....<br>.08 | ....<br>....<br>....<br>.... | (D)<br>(E) | (AP) (74)<br>Dominion News Pub. Co.<br>J. W. Short, Pres.<br>W. Va. Newspaper Pub. Co.<br>H. C. Greer, Pres. | W. E. Hughes (m)<br>Brooks Cottle (e)<br>J. W. Short (me-m)<br>Brooks Cottle (me-e) | Wm. Hart (sp-m)<br>Dave Jacobs (sp-e) | R. S. Reid<br>M. J. Murphy (cm) | Hays Worstall<br>L. Ford (cl) 0 | F. L. Arnold |
| MOUNDSVILLE<br>14,411 | Journal<br>(e) 4,533 | .025 | .02 | (R) (UP) (J) (79) | H. C. Ogden | W. L. Mengert | Raymond Miller<br>Tom Holland (sp) | L. E. Crow (bm)<br>Geo. W. Bardall (cm) | George W. Bardall<br>Martha Decker (cl) | H. K. Smith<br>W. B. Johnson (j) |
| PARKERSBURG<br>29,623 | Echo<br>(e) .....<br>News<br>(m) 4,900<br>Sunday edition<br>(S) 6,398<br>Sentinel<br>(e) **10,696**<br>Combined daily<br>(me) 15,596 | .025<br>.035<br>.035<br>.045<br>.065 | ....<br>.025<br>....<br>.0235<br>.... | (I) (AP) (41)<br>(R) (AP) (30)<br>(D) (AP) (30) | Craig Shaw<br>Parkersburg Pub. Co.<br>E. A. Brast, Pres.<br>Parkersburg Sentinel.<br>H. C. Ogden, Pres. | ..<br>Herbert Adams<br>John W. Fischer | ..<br>J. A. Park<br>Francis Fischer (sp)<br>Herbert Adams (Su)<br>Paul Handke<br>Frances Hile (sp) | Craig Shaw<br>W. E. Ingersoll<br>Richard Startzman (cm)<br>W. E. Ingersoll<br>Richard Startzman (cm) | G. A. Shaw<br>H. G. Keenan<br>John T. Keenan (cl)<br>H. G. Keenan<br>John T. Keenan (cl) | ..<br>H. C. Hughes<br>Frank R. Gates |

(*Continued on page* 98)

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## WEST VIRGINIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| POINT PLEASANT<br>3,301 | Register<br>(e) 1,529 | .025 | .02 | (I) (AP) (J) (79) | H. C. Ogden | W. Cleveland Bowie.<br>Paul R. Fore | W. C. Bowie<br>Roy E. Blessing (sp). | Paul R. Fore<br>H. D. Kenney (cm). | L. B. Hannaman<br>Paul R. Fore (n)<br>L. B. Hannaman (cl) | S. Dunlavey |
| SISTERVILLE | Review<br>(e) 964 | .04 | .... | (R) (AP) (J) (79) | Oil Review Pub. Co.<br>W. L. Sutton, Pres. | O. J. Hale | | Frank A. Young | | R. F. Clegg |
| WEIRTON<br>19,239 | Times<br>(e) 3,644 | .03 | .... | (R) (INS) (30) | Weirton P. & P. Co. | | Paul Glover | E. L. Nelson | | |
| WELCH<br>5,376 | News<br>(e) 5,362 | .03 | .03 | (R) (AP) (J) (30) | Welch Pub. Co.<br>H. C. Ogden, Pres. | W. R. Keyser | C. H. Hardison<br>F. B. Pendleton (sp). | W. R. Keyser<br>H. C. Stafford (bm)<br>J. D. Boardwine (cm) | L. L. Drewry | E. W. Lucas<br>J. B. Fitzgerald (j) |
| WELLSBURG<br>6,398 | Herald<br>(e) 2,567 | .017 | .015 | (I-R) (UP) (41) | Wellsburg Herald Pub. Co.<br>H. C. Ogden, Pres. | George S. Larrimore.<br>John Kirker | | Geo. S. Larrimore | Geo. S. Larrimore | E. Deuley |
| WHEELING<br>61,659 | Intelligencer<br>(m) **9,776x** | .055 | .... | (R) (AP) (†) (30) | Intelligencer Pub. Co.<br>H. C. Ogden, Pres. | T. O'B. Flynn (m)<br>R. R. Rafferty (e)<br>H. C. Ogden (me-M) | E. F. Hohmann<br>James Stewart (sp) | H. C. Ogden<br>B. V. Rafferty (cm) | R. B. Cushing | C. J. Strauss (j) |
| | News<br>(e) **16,476x** | .09 | .... | (I) (AP) (J) (E) (30) | News Pub. Co.<br>H. C. Ogden, Pres.<br>R. Cushing (Asst.-Pub.) | | | | | |
| | Combined daily<br>(me) **26,252x** | .12 | .... | | | | | | | |
| | Sunday edition<br>(S) **17,229x** | .... | .... | | | | | | | |
| | Morning & Sunday<br>(mS) ..... | .125 | .... | | | | | | | |
| | Register<br>(m) **7,792x** | .04 | .045 | (D) (AP) (J) (E) (37) | W. L. Brice | | W. C. Handlon<br>Wm. T. Brice | R. L. Plummer<br>J. P. Comer (cm) | Harry W. Lally | W. Leaman<br>D. Deloe (j) |
| | Sunday edition<br>(S) **7,723x** | .04 | .... | | | | | | | |
| WILLIAMSON<br>9,410 | News<br>(e) 4,960 | .03 | .025 | (AD)) P) (30) | H. G. | H. G. Clark | Frank Rolbert | R. D. Sparks | Bernard Payne | Otis Newcomer |

## WISCONSIN

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANTIGO<br>8,610 | Journal<br>(e) 4,541 | .035 | .03 | (I-R) (AP) (J) (79) | Berner Bros. Pub. Co.<br>Henry Berner, Pres. | Fred L. Berner<br>Earl Holman | Harold Klessig<br>Buster Snyder (sp) | Fred L. Berner<br>Henry Berner (bm)<br>Henry Berner, Jr. (cm) | Max Klessig<br>Ray Dobrinsky (cl) | Otto Berner |
| APPLETON<br>25,267 | Post-Crescent<br>(e) **14,402** | .06 | .06 | (I) (AP) (†) (none) | Post Pub. Co.<br>A. B. Turnbull, Pres. | V. I. Minahan<br>John R. Riedl | Don Morrissey<br>Gordon McIntyre (sp) | H. L. Davis<br>F. G. Leininger (cm). | Ralph Gee<br>Glenn H. Arthur (n)<br>S. B. Rindal (cl) | M. E. Cartier |
| ASHLAND<br>10,627 | Press<br>(e) 3,017 | .04 | .... | (I) (AP) (J) (79) | Joe M. Chapple & Co. | John B. Chapple | Allan Stadler<br>F. Merritt (sp) | Hildur C. Eckman<br>Evelyn Strom (cm) | H. C. Eckman<br>E. Strom (cl) | A. C. Eckman |
| BARABOO<br>5,541 | News-Republic<br>(e) 3,435 | .03 | .... | (I) (UP) (none) | News Pub. Co.<br>H. K. Page & Sons (prtnrshp) | Harlan K. Page<br>Harlan Page, Jr. | Irene Underkofler<br>David Boden (sp) | Harlan K. Page<br>Clayton Wilcox (cm). | M. C. Page<br>Harlan K. Page (n) | Clifford Steinbrinck |
| BEAVER DAM<br>9,876 | Citizen<br>(e) 3,223 | .03 | .028 | (I) (UP) (79) | Citizen Pub. Co., Inc.<br>E. E. Parker, Pres. | J. E. Helfert | T. J. Parker | H. H. Parker (bm) | A. Fischer<br>H. H. Parker (n) | N.F.Hathaway |
| BELOIT<br>23,611 | News<br>(e) **9,404** | .06 | .032 | (R) (UP) (†) (J) (62) | News Pub. Co.<br>R. F. Collins, Pub.<br>C. F. Karstaedt, Secy.-Treas. | Mason H. Dobson | Robt. T. Edwards<br>John Clarke (sp) | R. F. Collins (bm)<br>Robt. McKinney (cm) | Paul J. Zeller<br>Grace Troon (n) | Walter E. Pire<br>R. F. Collins (j) |
| BERLIN<br>4,106 | Journal<br>(e) 2,503 | .03 | .... | (I) ( P) (†) (79) | Berlin Pub. Co.<br>Fred Le Roy, Pres.<br>& Pub. | Arthur Bostwick | | Grace Czinsky (cm) | A. S. Bostwick | H. Christensen |
| CHIPPEWA FALLS<br>9,539 | Herald-Telegram<br>(e) **3,953** | .04 | .... | (I)(AP)(J)(143-110) | Herald-Telegram Pub. Co., Inc.<br>W. H. Gharrity, Pub. | W. H. Gharrity | | W. H. Gharrity | | |
| EAU CLAIRE<br>26,287 | Leader<br>(m) **8,957** | .... | .... | (I) (AP) (84) | Eau Claire Press Co.<br>P. C. Atkinson, Pres. | P. C. Atkinson | D. E. Whelan<br>H. Vermilyea (sp) | N. B. Nelson<br>F. Omodth (cm) | M. M. Kelly<br>N. B. Nelson (n)<br>K. Whelihan (cl) | A. Martin |
| | Telegram<br>(e) **4,221** | .... | .... | | | | | | | |
| | Combined daily<br>(me) **13,178** | .06 | .046 | | | | | | | |
| | Sunday edition<br>(S) **9,044** | .... | .... | | | | | | | |
| | Evening & Sunday<br>(ES) ..... | .06 | .046 | | | | | | | |
| FOND DU LAC<br>26,449 | Commonwealth-Reporter<br>(e) **12,027** | .06 | .05 | (I) (AP, UP) (mer) (137-154a) | Reporter-Ptg. Co.<br>A. H. Lange, Pub. | C. F. Coffman | C. H. Keyser<br>Don Hood (sp) | A. H. Lange<br>Emery Martin(bm-cm) | A. H. Schroeder<br>Emery Martin (n-cl). | A. C. Martin |
| GREEN BAY<br>37,415 | Press-Gazette<br>(e) **17,042** | .07 | .... | (I) (AP, UP) (†) (J) (none) | Green Bay Newspaper Co.<br>V. I. Minahan, Pres | V. I. Minahan<br>R. A. Kennedy | L. V. Gannon<br>Arthur Bystrom (sp). | A. B. Turnbull<br>Jos. Horner, Jr.(bm-cm) | E. J. Robinson<br>Glenn H. Arthur (n).<br>H. Goodchild (cl) | Henry Smits<br>Ed Putney (j) |
| JANESVILLE<br>21,628 | Gazette<br>(e) **12,846** | .06 | .... | (I) (AP) (mer) (†) (E) (79-154a) | Gazette Ptg. Co.<br>H. H. Bliss, Pres. | Stephen Bolles | Geo. Kalvelage<br>Geo. Raubacher (sp). | H. H. Bliss<br>T. G. Murphy, Asst. Mgr.<br>T. A. Birmingham (cm) | S. H. Bliss<br>Margaret M. Mooney(n)<br>Viola Lipman (cl) | Frank Heise |
| KENOSHA<br>50,262 | News<br>(e) **9,352** | .051 | .036 | (I) (AP, UP) (J) (109) | News Pub. Co.<br>R. S. Kingsley, Pres. | E. F. Marlatt<br>R. S. Kingsley | J. W. Scattergood<br>E. McKenna (sp) | R. S. Kingsley<br>W. H. Schulte (cm) | H. R. Young<br>C. E. Head (n)<br>W. R. Cropley (cl) | E. C. Smith |
| LA CROSSE<br>39,614 | Tribune & Leader-Press<br>(e) **11,819** | .06 | .05 | (I) (AP) (109) | Tribune Co., Inc.<br>E. P. Adler, Pres.<br>Frank H. Burgess, Pub. | R. L. Bangsberg | E. H. Hoffman<br>Bob Dunn (sp) | Frank H. Burgess<br>Miss E. M. Denney (cm) | D. S. Greig<br>Walter T. Roth (cl) | G. H. Bock |
| | Sunday edition<br>(S) **10,980** | .06 | .05 | | | | | | | |
| MADISON<br>57,899 | Capital Times<br>(e) **25,099x** | .08 | .05 | (I) (AP) (†) (137) | Capital Times Co.<br>Wm. T. Evjue, Pres. | Wm. T. Evjue<br>D. D. Dunn | G. R. Stephenson<br>H. Casserly (sp) | Tom C. Bowden<br>H. L. Cowgill (cm) | L. E. Heindel<br>H. A. Johnson (n)<br>C .Ahlrich (cl) | F. B. Schillinger |
| | Sunday edition<br>(S) **24,019x** | .08 | .05 | | | | | | | |
| | Wisconsin State Journal<br>(e) **24,385x** | .09 | .05 | (I-R) (UP) (†) (109) | State Journal Co.<br>E. P. Adler, Pres.<br>A. M. Brayton, Pub. | A. M. Brayton<br>Daniel D. Mich | Roy L. Matson<br>H. J. McCormick(sp) | Don Anderson (bm).<br>E. Randall Sears (cm) | E. J. Usher<br>Allan Nequette (n)<br>Geo. Hagan (cl) | C. L. Pritchett |
| | Sunday edition<br>(S) **23,804x** | .09 | .05 | | | | | | | |
| MANITOWOC<br>22,963 | Herald-Times<br>(e) **10,176** | .06 | .... | (I) (AP, UP) (E)(79) | Manitowoc Newspapers, Inc.<br>Wm. F. Ohde, Pres. | Harold Smith<br>R. T. Bayne | Harold Smith<br>Harry Chandler (sp). | Wm. F. Ohde<br>Godfrey Esch (cm) | Jos. Logan<br>Alan M. Ohde (n)<br>Kurt Mueller (cl) | Ernest Kruck |
| MARINETTE<br>13,734 | Eagle-Star<br>(e) 4,716 | .035 | .03 | (I-R) (AP) (†) (J) (41) | Eagle Ptg. Co.<br>Frank E. Noyes, Pres. | Frank E. Noyes<br>E. W. LeRoy | F. J. Dillett<br>Roy Larson (sp) | Frank E. Noyes<br>E. W. Schaefer (cm). | L. A. Drown<br>Arthur Hanson (cl) | H. C. Hanson |
| MARSHFIELD<br>8,775 | News-Herald<br>(e) 5,712 | .04 | .... | (I) (AP) (none) | News Pub. Co.<br>Howard A. Quirt, Pres. | Howard A. Quirt | F. H. Tuchscher<br>Louis Schmoll (sp) | Howard A. Quirt (bm)<br>Jos. Kramer (cm) | S. Mayer | Michael Berg |
| MENASHA<br>9,062 | Record<br>(e) 1,884 | .011 | .... | (I) (none) | Ira H. Clough | Ira H. Clough | | M. M. Clough (cm) | | W. Hahn |
| MERRILL<br>8,453 | Herald<br>(e) 4,112 | .035 | .018 | (I-R)(AP)(†)(J)(79) | W. B. Chilsen | W. B. Chilsen | Jerry Juneau<br>C. McLeod (sp) | Joe A. Chilsen<br>Otto F. Nienow (cm). | M. N. Taylor<br>Angela Hanson (n-cl) | Joe A. Chilsen |

# CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

## WISCONSIN (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MILWAUKEE<br>578,249 | Journal<br>(e) **146,037** | .32 | .... | (I) (AP, UP, NYT, CDN, NANA) (*S) (mer) (†) (J) (E) (114) | Journal Co.<br>L. W. Nieman, Pres. | L. W. Nieman<br>Marvin H. Creager | T. M. Reed<br>R. G. Lynch (sp)<br>C. F. Butcher (Su) | L. A. Webster, Asst. Pub.<br>L. L. Bowyer (bm) | Irwin Maier<br>E. G. Horst (n)<br>R. K. F. Drew (cl) | J. P. Keating<br>J. W. Goll |
| | Sunday edition<br>(S) **175,472** | .38 | .... | | Harry J. Grant, Pub. | | | O. V. Fragstein (cm). | | |
| | Leader<br>(e) 48,419 | .12 | .08 | (S-L) (UP) (J) (E) (†) (53) | Social Democratic Pub. Co., Inc.<br>Ben Scherer, Pres.<br>Elmer A. Krahn, Pub. | Leo Wolfsohn | Frank Haggerty<br>Ben E. Smith (sp) | Elmer A. Krahn<br>A. E. Papke (cm) | Elmer A. Krahn<br>H. G. Hellermann (cl) | Theo. Sweers<br>Geo. Scheman (j) |
| | Sentinel<br>(m) **80,947** | .... | .... | (I) (AP, US) (†) (E) (15) | Sentinel Co.<br>Paul Block, Pres. & Pub. | Julius Liebman (m)<br>J. L. Fredenburgh (me-m) | Paul A Holmes (ce-m)<br>R. McIntyre (sp-m) | Geo. Moffett (cm-m).<br>Harry Vam Dusen (cm-e) | Benn Kinovsky<br>A. R. Bower (n) | |
| | Wisconsin News<br>(e) **87,429** | .... | .... | (I) (AP, INS) (†) (E) (15) | Evening Wisconsin Co.<br>W. R. Hearst, Pres. & Pub.<br>C. J. Snyder, Asst. Pub. | E. R. Mahoney (e) | Herman J. Ewald (ce-e)<br>Howard Purser (sp-e)<br>Erving Ramdsell (Su) | | Geo. Lasker (cl) | |
| | Combined daily<br>(me) **168,376** | .32 | .... | | | | | | | |
| | Sunday Sentinel<br>(S) **143,764** | .37 | .... | | | | | | | |
| | Daily & Sunday<br>(MS or ES) | .40 | .... | (I) (AP, US) (†) (E) (15) | Sentinel Co.<br>Paul Block, Pres. & Pub. | | | | | |
| MONROE<br>5,015 | Times<br>(e) **2,597** | .03 | .025 | (I) (AP) (mer) (J) (2) | Evening Times Co.<br>Emery A. Odell, Pres. & Pub. | Harry B. Lyford<br>Emery A. Odell | Harry B. Lyford | Emery A. Odell<br>C. W. Thacher (cm). | H. O. Tschudy<br>L. M. Conrad (n-cl) | H. H. Holland<br>Fred T. Odell (j) |
| NEENAH<br>9,151 | News-Times<br>(e) 2,075 | .021 | .... | (R) (UP) (28) | News Pub Co.<br>A. E. Sparks, Pres. | Clara A. Bloom | | Clara A. Bloom | W. Sparks (n) | |
| OSHKOSH<br>40,108 | Northwestern<br>(e) **13,434** | .06 | .06 | (R) (AP, UP) (†) (137) | Hicks Ptg. Co.<br>O. J. Hardy, Pres. & Pub. | L. H Torreyson<br>L. K. Bronson | A. J. Mace | O. J. Hardy<br>Fred R. Wiese (bm)<br>C. A. Thomas (cm) | | |
| PORTAGE<br>6,300 | Register-Democrat<br>(e) 1,738 | .035 | .035 | (R) (J) (79) | State Register Co.<br>A. A. Porter, Pres. | R. A. Porter<br>A. A. Porter | Chas. Hullen<br>J. D. Evans (sp) | A. A. Porter<br>R. A. Porter (cm) | R. A. Porter<br>H. E. Gay (cl) | W. F. Corenke<br>R. A. Porter (j) |
| RACINE<br>67,542 | Journal-Times<br>(e) **14,672** | .09 | .05 | (R) (AP, US) (2) | Journal-Times Co.<br>F. R. Starbuck, Pub. | F. R. Starbuck<br>F. Lovell | C. M. Christensen<br>Wash Cain (sp) | H. S. Mann (bm)<br>H. T. Larson (bm) | H. L. LePoidevin<br>H. S. Mann (n)<br>Geo. Westrich (cl) | Talford Jude |
| RHINELANDER<br>8,019 | News<br>(e) 2,377 | .03 | .02 | (I) (AP) (79) | Rhinelander Pub. Co.<br>F. J. Russell, Pres. | C. G. Ferris<br>Jack Cory | Jack Cory<br>Geo. Craig (sp) | Clifford G. Ferris<br>Dale Byrne (cm) | W. H. Yankee | Jack Johnson |
| SHEBOYGAN<br>39,251 | Press<br>(e) **15,980** | .065 | .... | (I) (AP, UP) (mer) (†) (J) (137) | Press Pub Co.<br>C. E. Broughton, Pub. | C. E. Broughton | W. J. Pfister<br>Cleon Walfoort (sp) | C. E. Broughton<br>Otto Stielow (cm) | A. C. Van de Repe<br>R. F. Timm (n)<br>Louise Gracey (cl) | Geo. A. Brand<br>Chester Born (j) |
| STEVENS POINT<br>13,622 | Journal<br>(e) 6,665 | .04 | .036 | (I) (UP) (†) (J) (143) | Journal Ptg. Co.<br>Frank W. Leahy, Pres. | Frank W. Leahy<br>Guy W. Rogers | James W. Hull<br>Francis Strand (sp) | Frank W. Leahy<br>Allan F. Leahy (cm). | Guy W. Rogers<br>Hadrian Manske (cl) | N. P. Bonertz<br>G. G. Cashin (j) |
| STOUGHTON<br>4,497 | Courier-Hub<br>(e) 2,067 | .035 | .... | (I) (AP) (†) (79) | H. H. Bliss, Pres.<br>H. W. Quirt, Pub. | H. W. Quirt | | H. W. Quirt<br>Mabel Felland (cm) | C. E. Reimer<br>D. Wetmore (n) | |
| SUPERIOR<br>36,113 | Telegram<br>(e) **17,976** | .08 | .056 | (I-R) (AP, UP) (J) (E) (22) | Evening Telegram Co.<br>Morgan Murphy, Pres. | Gordon MacQuarrie (me) | Marshall Finstad<br>John Conner (sp) | Clough Gates<br>P. J. Skamser (bm)<br>A. L. Leary (cm) | P. J. Skamser<br>Harry Hyett (n-cl) | W. T. Olson<br>A. C. Solin (j) |
| TWO RIVERS<br>10,083 | Reporter<br>(e) 2,914 | .03 | .... | (I) (AP) (79) | Reporter Pub. Co.<br>M. R. Byers, Pres. & Pub. | Mark Rhea Byers | B. W. Peyser<br>S. Alther (sp) | W. E. Lahey (bm) | C. N. Dufek (n) | Lyman Nash |
| WATERTOWN<br>10,648 | Times<br>(e) 3,626 | .03 | .026 | (I) (UP) (J) (79) | Times Pub. Co.<br>Eugene Clifford, Pres. | John D. Clifford | C. H. Wetter<br>Edw. J. Byrne (sp) | S. J. Friedman | S. J. Friedman | Emil Doerr |
| WAUKESHA<br>17,156 | Freeman<br>(e) 3,852 | .035 | .... | (I-R) (UP) (J) (79) | Freeman Ptg. Co.<br>H. A. Youmans, Pres. | Henry A. Youmans | Gilbert Koenig<br>F. A. Heauser (sp) | Wm R. Jaeger<br>W. E. Edwards (cm) | A. L. Bearder<br>C. Seybold (cl) | H. A. Smith<br>Carl Leberman (j) |
| WAUSAU<br>23,756 | Record-Herald<br>(e) **8,112** | .05 | .05 | (I) (AP) (†) (J) (119) | Record-Herald Co.<br>J. L. Sturtevant, Pres. & Pub. | J. G. Sanders | E. D. Underwood<br>D. Christenson (sp) | J. L. Sturtevant<br>J. C. Sturtevant (bm)<br>M. A. Nelson (cm) | R. D. Sanche | E. N. Peterson<br>G. H. Hellhake (j) |
| WISCONSIN RAPIDS<br>8,726 | Tribune<br>(e) 5,935 | .04 | .03 | (I) (AP) (mer) (†) (E) (154a) | Wis. Rapids Tribune Co., Inc.<br>Wm. F. Huffman, Pres. & Pub. | Wm. F. Huffman<br>Carl E. Otto | Carl E. Otto<br>J. Fritzsinger (sp) | Wm F. Huffman<br>Carl E. Otto (cm) | Frank J. Trier<br>G. T. Frechette (n)<br>Edna Damitz (cl) | Royal Kruger |

## WYOMING

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| CASPER<br>16,619 | Tribune-Herald<br>(e) **6,872** | .06 | .06 | (I) (AP, UP) (†) (119) | Natrona County Tribune, Inc.<br>J. E. Hanway, Pres. | J. E. Hanway<br>R. E. Evans | Gene Martin<br>Jack Sellers (sp)<br>R. E. Evans (Su) | E. E. Hanway<br>J. Kirk Baldwin (cm) | E. E. Hanway<br>Mrs. Myrtle Keene (n)<br>David Schwartz (cl) | G. Peck |
| CHEYENNE<br>17,361 | Wyo. State Tribune-Leader<br>(e) **6,872** | .06 | .045 | (R) (AP) (74) | Tribune Pub. Co.<br>Wm. C. Deming, Pub-Pres. | John C. Thompson<br>Chester Letts | Chester Letts<br>John Bruner (sp) | Wm. I. N. Cox | A. Boon McCallum<br>Edw. C. Cochrane (cl) | |
| GILLETTE<br>1,340 | Journal<br>(e) 1,700 | .03 | .03 | (I) (AP) (†) (J) (none) | Harmon C. Rice | Harmon C. Rice | Frank Hicks | Harmon C. Rice<br>Mary A. Rice (bm)<br>Anna Uts (cm) | Mary A. Rice | E. R. Beach<br>L. R. Rice (j) |
| LANDER<br>1,826 | Post<br>(e) 728 | .021 | .... | (R) (AP) (J) (none) | George R. Adams | George R. Adams | | Harland Bates (cm) | | |
| LARAMIE<br>8,609 | Republican & Boomerang<br>(e) 2,504 | .03 | .... | (I) (AP) (119-47) | Republican Pub. Co.<br>F. S. Burrage, Pres. | F. S. Burrage | | F. S. Burrage (bm)<br>J. B. Isberg (cm) | J. B. Isberg | |
| SHERIDAN<br>8,536 | Press<br>(e) **5,160**<br>Sunday edition<br>(S) **5,488** | .04<br>.04 | ....<br>.... | (I) (AP, UP) (137-47) | Sheridan Press, Inc.<br>D. P. B. Marshall, Pres. | L. L. MacBridge | Donald Kovacic (sp) | G. M. Hartman (bm)<br>Mary Heldt (cm) | J. W. Camey | L. Jezewski |

(*Continued on page* 100)

## CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

### ALASKA

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| ANCHORAGE | Times | | | | | | | | | |
| 2,227 | (e) 800 | .025 | .... | AP, UP) (none) | ..... | C. R. Settlemier | ..... | C. R. Settlemier | ..... | ..... |
| CORDOVA | Times | | | | | | | | | |
| 980 | (e) ..... | .021 | .... | (I-R) (AP) (J) (none) | H. G. Steel | H. G. Steel | ..... | ..... | ..... | ..... |
| FAIRBANKS | News-Miner | | | | | | | | | |
| 2,101 | (e) 946 | .035 | .... | (AP) (3) | ..... | Bernard M. Stone | ..... | Bernard M. Stone | ..... | ..... |
| JUNEAU | Alaska Empire | | | | | | | | | |
| 4,043 | (e) 2,467 | .04 | .04 | (I) (AP) (J) (none) | Empire Ptg. Co. Robert W. Bender, Pres. | J. E. Pegues (me) | Elmer Friend D. Morgan (sp) | Robert W. Bender G. E. Goss (bm) Alfred Zenger (cm) | G. E. Goss Alfred Zenger (cl) | R. Day |
| KETCHIKAN | Chronicle | | | | | | | | | |
| 3,798 | (e) 1,385 | .0357 | .10 | (I) (AP) (J) (143) (61) | Journal Ptg. Co. Thomas K. Smith, Pres. | Thomas K. Smith | Eugene Brice Thomas K. Smith (Su) | Emery F. Tobin (bm) | Emery F. Tobin L. Fred Paul (cl) | R. R. Spaeth |
| | Sunday edition (S) 970 | .0357 | .... | | | | | | | |
| SEWARD | Gateway | | | | | | | | | |
| 835 | (e) ..... | .025 | .... | (I) (AP) (3) | T. J. Gilroy | ..... | ..... | T. J. Gilroy | ..... | ..... |
| | Sunday edition (S) ..... | .025 | .... | | | | | | | |

### PHILIPPINE ISLANDS

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MANILA | Philippines Herald | | | | | | | | | |
| 300,000 | (m) ..... | .045 | .035 | (I) (UP) (143a) | Peoples Press, Inc. Carlos P. Romulo, Pub. | Vicentes A. Pacis Mauro Pacis | V. A. Pacis | Carlos P. Romulo Modesto Farloan (bm) | I. Reyes | ..... |
| | Bulletin (m) 7,269 | .045 | .... | (I) (AP, UP, CT) (†) (102) | Carson Taylor | Carson Taylor | ..... | Carson Taylor | ..... | ..... |
| | Mabuhay (Tagalog) (m) 19,958 | .045 | .035 | (I) (UP) (143a) | People's Press, Inc. Carlos P. Romulo, Pres. | ..... | ..... | ..... | ..... | ..... |
| | Sunday edition (S) 19,958 | .045 | .... | | | | | | | |
| | Tribune (m) 14,807 | .045 | .035 | ..... | A. Roces, Jr. | Fernando M. Maramag | ..... | ..... | ..... | ..... |
| | Sunday edition (S) 24,520 | .09 | .07 | | | | | | | |
| | La Vanguardia (Spanish) (e) 12,664 | .045 | .035 | ..... | A. Roces, Jr. | Pedro Aunario | ..... | ..... | ..... | ..... |
| | Taliba (Tagalog) (e) 22,419 | .045 | .035 | ..... | A. Roces, Jr. | Deogracias A. Rosario | ..... | ..... | ..... | ..... |
| | El Debate (Spanish) (m) 9,938 | .045 | .035 | (I) (UP) (143a) | People's Press, Inc. | Carlos P. Romulo | ..... | ..... | ..... | ..... |
| | Sunday edition (S) 9,938 | .045 | .... | | | | | | | |

(*Continued on page* 101)

### EDITOR & PUBLISHER NEWSPAPER PROMOTION AWARDS FOR 1932

THE best all-around newspaper promotion during 1932 was done by the *New York Daily News*, which was awarded the EDITOR & PUBLISHER cup and plaque by a jury of pre-eminent advertising men on March 22. Second award, a certificate of honorable mention, for the best all-around promotion, went to the *New York Herald Tribune*.

Certificates were awarded as follows in these classifications:

Most valuable single advertisement for circulation purposes—
First—*Chicago Daily News.*
Second—*New York Sun.*

Most valuable campaign for circulation purposes—
First—New York Sun.
Second—*Birmingham* (Ala.) *News and Age-Herald.*

Most valuable single advertisement appearing in newspapers and directed to advertisers—
First—New York Daily News.
Second—*Philadelphia Bulletin.*

Most valuable campaign appearing in newspapers and directed to advertisers—
First—New York Daily News.
Second—Philadelphia Bulletin.

Most valuable Single Advertisement for promotion of classified advertising—
First—*Milwaukee Journal.*
Second—*Chicago Daily News.*

Most valuable campaign for promotion of classified advertising—
First—Chicago Daily News.
Second—Milwaukee Journal.

Most valuable single advertisement appearing in trade papers—
First—New York Daily News.
Second—New York Herald Tribune.

Most valuable campaign appearing in trade papers—
First—New York Daily News.
Second—New York Herald Tribune.

Most valuable single mailing piece directed to advertisers—
First—*Detroit Free Press.*
Second—New York Daily News.

Most valuable campaign of three or more mailing pieces to advertisers—
First—New York Herald Tribune.
Second—*New York American.*

Most valuable data book analyzing the Market and the Newspaper—
First—Milwaukee Journal.
Second—New York Sun.

Most valuable research study, analyzing specific phase of market or newspaper—
First—New York Herald Tribune.
Second—E. Katz Special Agency.

Best All-Around Promotion Work Under the Auspices of A Territorial Association or group of Newspapers under common ownership—
First—Westchester County Newspapers, Inc.
Second—No award.

# THE CANONS OF JOURNALISM

## Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

THE primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

(1) RESPONSIBILITY—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) FREEDOM OF THE PRESS—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) INDEPENDENCE—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) SINCERITY, TRUTHFULNESS, ACCURACY—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) IMPARTIALITY—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) FAIR PLAY—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) DECENCY—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

# CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES

## ALBERTA

| City Population | Name of Newspaper | Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CALGARY 83,761 | Albertan (m) | **9,933x** | .07 | .... | (I-L) (CanP) (J) (C17-84) | Albertan Pub. Co., Ltd G. M. Bell, Pres. | G. E. Leighton | | G. E. Leighton<br>Ray Forrest (cm) | W. A. Anderson | L. S. Walker |
| | Herald (e) | **25,405x** | .10 | .... | (I) (CP, AP, UP, BUP) (C27-39-E2) | Calgary Herald, Ltd. F. N. Southam, Pres. | Col. J. H. Woods<br>C. H. Stout (news) | D. A. McCannel<br>R. B. Wilson (sp) | O. L. Spencer<br>A. J. Hilliker (cm) | F. E. Marshall (el) | F. Milne |
| EDMONTON 79,197 | Bulletin (e) | **16,621x** | .07 | .... | (I) (CanP) (C28-C4-C21-84) | C. E. Campbell | W. A. deGraves | | Robt. J. Robb (bm)<br>H. Watson (cm) | J. C. Macquarrie | |
| | Journal (e) | **28,230x** | .10 | .07 | (I) (CP, AP, BUP) (C27-C1-E2-39) | F. N. Southam, Pres. J. M. Imrie, (V-P) | A. B. Watt<br>C. S. Wallace | F. M. Gerrie<br>Geo. MacKintosh (sp) | J. M. Imrie (man-dir)<br>P. J. Giffen (bm)<br>H. V. Wootton (cm) | Geo. B. Cooper<br>R. W. Horn (el) | H. Lambert |
| LETHBRIDGE 13,489 | Herald (e) | **5,434x** | .04 | .... | (I-L) (CanP) (J) (39) | Herald Ptg. Co., Ltd. W. A. Buchanan, Pres. | H. G. Long | C. F. Steele<br>S. Rivers (sp) | W. A. Buchanan<br>J. Torrance (bm)<br>S. A. Buchanan (cm) | John Torrance<br>Miss R. D. MacQueen | S. N. Trew |
| | Saturday Evening (Sat) | **6,653x** | .04 | .... | | | | | | | |
| MEDICINE HAT 10,310 | News (e) | **1,517** | .02 | .... | (L) (CanP) (J) (none) | Medicine Hat News, Ltd. L. N. Laidlaw, Pres. | A. J. N. Terril | | T. R. Osborne (bm)<br>R. J. Worth (cm) | T. R. Osborne | E.McB. Forbes |

## BRITISH COLUMBIA

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NANAIMO 6,745 | Free Press (e) | 2,500 | .02 | .... | (CanP) (J) (none) | Nanaimo Free Press | B. H. Eamer-Goult | B. H. Eamer-Goult<br>W. McKenzie (sp) | E. R. Norris<br>R. J. Stewart (bm)<br>J. J. Begg (cm) | O. Norris<br>E. R. Norris (n)<br>Eileen Booth (el) | O. Norris<br>E. R Norris (j) |
| | Herald (m) | ..... | .02 | .... | (none) | R. R. Hindmarch | R. R. Hindmarch | | | | |
| | Sunday edition (S) | ..... | .... | .... | | | | | | | |
| NELSON 5,992 | News (m) | **3,939** | .03 | .03 | (I) (CanP, AP) | News Pub. Co., Ltd. F. F. Payne, Pub. R. F. Green, Pres. | F. F. Payne<br>J. B. Curran | W. W. Wait (sp) | F. F. Payne<br>E. S. Planta (bm)<br>Cecil Ramsden (cm) | C. E. Tedlock | D. A. Daroush<br>N. Ball (j) |
| NEW WESTMINSTER 17,524 | British Columbian (e) | ..... | .04 | .... | (C) (BUP) (†) (J) (28-153) | Hon. J. D. Taylor | C. D. Taylor<br>J. D. Taylor | D. F. Marshall | J. D. Taylor | J. G. MacFarlane<br>F. H. Cunningham (n) | C. D. Peele |
| PRINCE RUPERT 6,376 | Empire (e) | ..... | .025 | .... | (I) (none) | S. M. Newton | | | | | |
| | News (e) | 1,532 | .03 | .... | (I) (CanP) (C28-139) | Daily News, Ltd. H. F. Pullen, Pres. | H. F. Pullen (me) | G. A. Hunter | H. F. Pullen<br>Miss C. M. Irvine (cm) | | D. McCorkindale |
| TRAIL 7,573 | Times (e) | 1,456 | .025 | .025 | (I) (CanP) (J) (none) | W. A. Curran | Eric Ramsden<br>W. A. Curran | Harley Davidson (sp) | W. A. Curran<br>R. Buchan (bm)<br>E. A. Temple (cm) | E. A. Temple<br>W. A. Curran (n)<br>R. Buchan (el) | M. R. Cumming<br>L. Hornett (j) |
| VANCOUVER 246,593 | Province (e) | **78,408** | .16 | .... | (I) (CanP, BUP, SB, CT) (†) (C27-31) | Vancouver Province, Ltd. F. J. Burd, Pub. | Roy W. Brown | | F. J. Burd<br>John Russell (bm)<br>F. E. Henderson (cm) | W. C. Russell | |
| | Sun (e) | **66,046** | .15 | .13 | (I-L) (mer) (†) (J) (E) (C22-121-148-12) | Robert Cromie | Herbert Sallans | J. B. Eberts<br>Andy Lytle (sp)<br>Stanley Beck (Su) | S. Griffis<br>P. J. Salter (Compt)<br>H. F. Gates (cm) | G. A. Cran<br>A. M. Middleton (n)<br>H. E. Richardson (el) | J. McNeary<br>E. Rorke (j) |
| VICTORIA 39,082 | Colonist (m) | **10,193** | .065 | .... | (C) (CanP, BUP, CDN, NANA) (†) (J) (E) (C23-146) | Colonist Ptg. & Pub. Co., Ltd.. J. R. Matson Pub. | C. Swayne | H. B. McDonald | J. L. Tait (man-dir)<br>A. G. Hawkins (cm) | A. T. Stewart | H. Buckle |
| | Sunday edition (S) | **13,455** | .065 | .... | | | | | | | |
| | Times (e) | **9,764** | .06 | .06 | (L) (CanP AP) (E) (39) | Times Ptg. & Pub. Co. Ltd. | B. C. Nicholas | H. A. Wills<br>L. Salloway (sp) | W. B. Monteith<br>R. G. Thomson (bm)<br>A. Jones (cm) | W A. Patterson | |

## MANITOBA

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BRANDON 17,082 | Sun (e) | 4,521 | .025 | .... | (C) (CanP, BUP, AP) (J) (C17) | Sun Pub. Co. J. B. Whitehead, Pub. | W. Noakes | | J. B. Whitehead (bm)<br>Miss H. Barlow (cm) | L. V. Smith (n) | |
| PORTAGE LA PRAIRIE 6,597 | Graphic (e) | 1,300 | .015 | .015 | (I) (J) (none) | Graphic-Liberal Ptg. Co., Ltd. N. S. Smith, Pres. | N. S. Smith | | N. S. Smith<br>Mrs. Maude H. Smith (bm)<br>N. S. Smith (cm) | Mrs. Maude H. Smith | N. S. Smith |
| THE PAS 4,800 | Northern Mail (e) | 2,028 | .025 | .03 | (I) (CanP) (J) (84) | Northern Mail, Ltd. G. M. Bell, Pres. | P. C. Galbraith | H. E. Bennett<br>A. Roper (sp) | P. C. Galbraith<br>W. H. Roper (bm)<br>W. Croft (cm) | W. H. Roper | R. McKay<br>W. Hanson (j) |
| WINNIPEG 218,785 | Free Press (m) | **20,110** | .... | .... | (I-L) (CanP, AP, BUP) (†) (C11-C-25) | Winnipeg Free Press Co., Ltd. E. H. Macklin, Pres. | J. W. Dafoe | A. E. H. Coo<br>W. G. Allen (sp) | E. H. Macklin<br>J. F. Sweeney (asst-gm)<br>A.G.Cowan(cm-c'try)<br>J.D.Cameron(cm-city) | C. A. Smith<br>G. A. Titus (n) | H. W. Cooper |
| | Free Press (e) | **39,943** | .... | .... | | | | | | | |
| | Combined daily (me) | **60,053** | .16 | .14 | | | | | | | |
| | Tribune (e) | **33,608** | .11 | .... | (I) (CanP, NANA, INS, AP, SB) (C27-146) | Tribune Newspaper Co., Ltd. F. N. Southam, Pres. | W. L. MacTavish<br>W. Walling | F. J. O'Malley<br>John Buss (sp) | M. E. Nichols (V-P, man-dir)<br>W. McCurdy (bm)<br>C. R. Hudson (cm) | A. W. Moscarella<br>R. F. Dawkins (el) | |

## NEW BRUNSWICK

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FREDERICTON 8,830 | Gleaner (e) | ..... | .026 | .... | (C) (none) | Gleaner, Ltd | | | | | |
| | Mail (e) | ..... | .018 | .... | (I) (BUP) (J) (none) | Mail Ptg. Co. | R. P. Allen | | | | |
| MONCTON 20,689 | Transcript (e) | 6,854 | .025 | .... | (I) (CanP, AP) (J) (none) | Moncton Transcript, Ltd. O. L. Barbour, Pres. | B. S. Robb | A. Hicks<br>W. H. Hutchinson (sp) | O. L. Barbour<br>G. W. Ayer (bm)<br>J. Cook (cm) | J. Burpee | H. Strugnell<br>T. Parker (j) |
| | Times (m) | ..... | .025 | .... | (L-C) (CanP) (J) (none) | Times Ptg. Co. F. R. Sumner, Pres. | J. S. Boyd | | J. C. Keating | | |
| ST. JOHN 47,514 | Telegraph-Journal (m) | **16,127** | .... | .... | (I) (CanP, BUP) (†) (69-117) | New Brunswick Pub. Co., Ltd. J. D. McKenna, Pres. | F. X. Jennings<br>D. B. Rogers | S. Trueman (m)<br>J. Mooney (e)<br>M. McGowan (sp-m)<br>J. L. McKenna (sp-e) | T. F. Drummie<br>L. W. Bewick (bm)<br>P. H. Butler (cm) | P. H. Butler<br>L. W. Bewick (n) | W. E. Swin |
| | Times-Globe (e) | **14,318** | .... | .... | | | | | | | |
| | Combined daily (me) | **30,445** | .12 | .12 | | | | | | | |

## NOVA SCOTIA

| City Population | Name of Newspaper | Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AMHERST M450 | News (e) | 1,501 | .015 | .... | (C) (J) (none) | News Sentinel, Ltd. Percy C. Black, Pres. | N. S. Sanford | R. M. Ross | George Zwicker | George Zwicker | H. N. Combley |
| GLACE BAY 20,706 | Gazette (e) | ..... | .03 | .... | (I) (CanP, AP) (†) (139-69) | A. D. MacNeill | J. MacDonald | | A. D. MacNeill (bm)<br>C. E. Purdy (cm) | | |

(*Continued on page* 102)

# CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

## NOVA SCOTIA (Continued)

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| HALIFAX<br>59,275 | Chronicle<br>(m) **11,757**<br>Star<br>(e) **14,042**<br>Combined daily<br>(me) **26,699** | .....<br>.....<br>.11 | .....<br>.....<br>..... | (L) (CanP, AP) (†)<br>(C24a-C4-84) | Chronicle Co., Ltd...<br>G. W. Farquhar | G. W. Farquhar | Graham Allen (m)...<br>H. Connolly (e) | J. R. McLeod<br>G. McLeod (cm) | Graham McLeod | |
| | Herald<br>(m) **26,544**<br>Mail<br>(e) **22,482**<br>Combined daily<br>(me) **49,026** | .....<br>.....<br>..... | .....<br>.....<br>..... | (I-C) (CanP, UP, AP) (E) (43) | Halifax Herald, Ltd.<br>W. H. Dennis, Pub.<br>Mrs. Agnes Dennis, Pres. | E. E. Kelley (m)<br>Hervey Jones (e)<br>R. J. Rankin (me) | James Smith (sp) | W. H. Dennis<br>A. W. Robb (bm)<br>G. H. Gillis (cm) | M. Livingston<br>A. W. Robb (n)<br>W. H. Whitten (el) | P. Doherty |
| NEW GLASGOW<br>8,858 | News<br>(e) **2,300** | .02 | .02 | (C) (CanP) (J) (none) | Scotia Printers, Ltd.<br>J. W. H. Sutherland, Pres. | J. W. H. Sutherland | George Mackay (sp) | | Warren Flockhart | F. S. Moore<br>D. C. Ross (j) |
| SYDNEY<br>23,089 | Post-Record<br>(e) **6,527** | .04 | ..... | (I) (CanP, BUP) (66-139-C9) | Post Pub. Co., Ltd.<br>Hon. J. S. McLennan, Pres. | N. M. Browne | | C. E. LeCouteur (bm)<br>R. Harris (cm) | | |
| TRURO<br>7,901 | News<br>(e) 1,047 | .01 | .01 | (I) (CanP) (J) (none) | News Pub. Co., Ltd.<br>A. R. Coffin, Pres. | G. E. Herman | G. E. Herman | A. R. Coffin | A. R. Coffin | A. W. Doane<br>R. L. Parks (j) |

## ONTARIO

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Minimum Adv. Line Rate Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Natl. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| BELLEVILLE<br>13,790 | Ontar o-Intelligencer<br>(e) 5,845 | .03 | .03 | (I) (CanP) (J) (C19) | W. H. Morton | F. W. Rathman | C. D. Tice<br>K. J. Colling (sp) | W. H. Morton<br>R. E. Fox (cm) | A. G. Davie<br>G. A. Morton (n)<br>B. M Ashley (el) | Jas. Cordes |
| BRANTFORD<br>30,107 | Expositor<br>(e) **11,669** | .05 | ..... | (I) (CanP) (†) (C2). | Preston & Sons, Ltd.<br>W. B. Preston, Pres. | | | W. B. Preston (man-dir) | | |
| BROCKVILLE<br>9,736 | Recorder & Times<br>(e) **4,622** | .02 | .018 | (I-L) (CanP) (J) (none) | Recorder Ptg. Co., Ltd.<br>Hon. Geo. P. Graham, Pres. | H. R. Morgan<br>T. W. Major | C. E. Amonde<br>J. J. Keir (sp) | W. J. Moore (bm)<br>R. B. Whitney (cm) | Joseph Edwards | E. L. Hill |
| CHATHAM<br>14,569 | News<br>(e) **6,737x** | .035 | .035 | (I) (CanP) (†) (none) | Daily News, Ltd<br>E. C. Young, Pres. | R. W. Angus | Jos. Emmott<br>Wm. Scurr (sp) | J. K. Stewart (bm)<br>Chas. Wyse (cm) | C. L. Brethour<br>J. L. Stewart (n)<br>Miss M. Stevens (cl) | R. Edwards |
| FT. WILLIAMS<br>26,277 | Times-Journal<br>(e) **5,974** | .03 | .03 | (I) (CanP, AP) (J) (none) | Times-Journal of Ft. Williams, Ltd. | J. R. Lumby | H. A. Belford<br>F. Edwards (sp) | D. Smith<br>E. Cracknel (cm) | G. A. Johnston | J. A. Doak |
| GALT<br>14,006 | Reporter<br>(e) **5,154** | .025 | .02 | (I) (CanP) (none) | Galt Publishers, Ltd.<br>Allan Holmes, Pres. | Earl Werstine<br>Allan Holmes | Earl Werstine<br>H. V. Marshall (sp) | Allan Holmes<br>Ernest Lee (cm) | John E. Slaight | G. Hogan |
| GUELPH<br>21,075 | Mercury<br>(e) **6,403** | .035 | .035 | (I) (CanP) (†) (none) | Daily Mercury, Ltd.<br>E. C. Young, Pres. | A. M. Macalister<br>J. F. Collins (news) | E. S. Tate<br>H. A. Cole (sp) | G. C. Humphreys(bm)<br>Thos. Collins (cm) | | |
| HAMILTON<br>155,547 | Herald<br>(e) **9,722** | .06 | .06 | (L) (CanP) (mer) (66-139) | Hamilton Herald,Ltd.<br>Col.C.W.C.Gibson, Pres. | A. E. S. Smythe<br>W. J. McNair (man-dir) | J. W. Tremlett<br>P. J. Jones (sp) | I. H. Macdonald(bm)<br>J. W. Tufford (cm) | J. G. Blythe<br>M. T. Horning (el) | J. R. Baxter |
| | Spectator<br>(e) **39,679** | .11 | ..... | (I-C) (CanP, AP, UP) (†) (146) | Hamilton Spectator, Ltd. | A. J. Holloway<br>J. A. McKinty (me) | J. G. O'Neill<br>W. C. McMullen (sp) | F. I. Ker<br>F. L. Briton (cm) | James R. Allan | |
| KINGSTON<br>23,439 | Whig-Standard<br>(e) **10,707** | .045 | .04 | (I) (CanP, AP) (†) (148) | Whig-Standard Co., Ltd.<br>W. Rupert Davies & H. B. Muir, Pubs.<br>W. Rupert Davies, Pres. | W. Rupert Davies<br>Arthur L. Davies | Arthur L. Davies<br>Fred C. Beaudry (sp) | H. B. Muir<br>Robert H. Treneer (cm) | W. J. Coyle<br>F. K. Wanless (el) | G. D. Pollitt |
| KITCHENER<br>30,793 | Record<br>(e) **10,308** | .045 | .04 | (I) (CanP) (J) (none) | News Record, Ltd.<br>Hon. W. D. Euler, Pres. | H. J. Helm<br>W. J. Motz | A. H. Lowe<br>Vic McKenty (sp) | W. J. Motz<br>J. E. Fehrenbach (cm) | T. H. Kay<br>Miss Jagelewski (el) | W. Bess er |
| LINDSAY<br>7,505 | Post<br>(e) **2,197** | .03 | ..... | (I) CanP) (none) | George H. Wilson | | | | | |
| LONDON<br>71,148 | Advertiser<br>(m) **2,305**<br>Advertiser<br>(e) **2,725**<br>Combined daily<br>(me) **15,030** | .....<br>.....<br>.06 | .....<br>.....<br>.06 | (L) (CanP) (C11a) | Advertiser Co., Ltd.<br>J. F. MacKay, Pres. | M. W. Rossie (me) | R. J. Churchill<br>C. S. Grafton (sp) | H. G. Kimber (bm) | S. K. Arnott | J. Dalton |
| | Free Press<br>(m) **19,800**<br>Free Press<br>(e) **15,340**<br>Combined daily<br>(me) **35,140** | .....<br>.....<br>.10 | .....<br>.....<br>.10 | (I-C) (CanP) (*) (†) (C28) | Free Press Ptg. Co.<br>A S. Blackburn, Pub.-Pres. | A. R. Ford (me) | C. E. Carruthers<br>Wm. Rhodes (sp) | C. Thomas<br>Russel Baker (bm)<br>G. H. Mitchell (cm) | W. E. Gunn<br>H. J. Hamilton (el) | M. T. Parkinson |
| NIAGARA FALLS<br>19,046 | Review<br>(e) **5,997** | .025 | .02 | (I) (CanP)(J) (C19) | Fi H. Leslie, Ltd<br>F. H. Leslie, Pres. | James M. Cowan<br>F. H. Leslie | James M. Cowan<br>Wm. Gagnon (sp) | F. H. Leslie<br>A Furney (cm) | D. N. Fielding | P. Lotocky<br>C. A Styles (j) |
| OTTAWA<br>126 972 | Citizen<br>(m) **7,049**<br>Citizen<br>(e) **26,722**<br>Combined daily<br>(me) **33,771** | .....<br>.....<br>.09 | .....<br>.....<br>..... | (I-L) (CanP, AP) (146) | Southam Pub Co., Ltd.<br>F. N. Southam, Pres. | Chas. A. Bowman<br>T. D. Finn | L. R. Brindley<br>Ed Baker (sp) | H. S. Southam (man-dir)<br>J. P. Kenney (asst-gm)<br>T. V. Armstrong (cm) | F. W. Crabbe<br>V. M. Young (el) | P. H. Burke (comp) |
| | Journal<br>(m) **8,725**<br>Journal<br>(e) **26,054**<br>Combined daily<br>(me) **34,779** | .....<br>.....<br>.09 | .....<br>.....<br>.08 | (I-C) (CanP-AP) (†) (C23-43) | Journal Pub. Co., Ltd.<br>P. D. Ross, Pres. | E. Norman Smith<br>T. G. Lowrey | David Adamson<br>W. J. Gilhooly (sp) | R. F. Parkinson<br>T. V. Armstrong (cm) | J. W. Cockburn<br>W. A. Perry (el) | R. J. Smith |
| | Le Droit<br>(e) **14,387** | .06 | .04 | (I) (CanP) (J) (none) | Le Syndicat d'Oeuvres Sociales, Ltd.<br>Esdras Terrien, Pres. | Charles Gautier<br>Edmond Cloutier | Emile Boucher<br>Gil Julien (sp) | Edmond Cloutier<br>Edmond Lemieux (bm)<br>Cheri Laplante (cm) | Edmond Lemieux<br>Sylvio Richer (el) | E. Beaudry |
| | Wednesday<br>(d) **16,633** | .06 | ..... | | | | | | | |
| OWEN SOUND<br>12,839 | Sun-Times<br>(e) **6,461** | .03 | .03 | (I) (CanP) (J) (E) (C19-119) | Fleming Pub. Co., Ltd.<br>Howard Fleming, Pub. | M. B. Dulmage (me) | R. Payne<br>G. Dulmage (sp) | Howard Fleming<br>C. McKerroll (cm) | H. R. Moffat<br>H. Fleming (n) | G. Mead (j) |
| PETERSBOROUGH<br>22,327 | Examiner<br>(e) **7,244** | .03 | .027 | (CanP) (J) (none) | Petersborough Examiner, Ltd.<br>R. M Glover, Pres. | F. D Craig (me) | G. Wilson Craw<br>C. J. Perdue (sp) | R. M. Glover<br>S. H. Mitchell (cm) | C. H J. Mitchell (loc.)<br>R. M Glover (n)<br>C. H. J. Mitchell (el) | W. R. Patch |
| PORT ARTHUR<br>19,818 | News-Chronicle<br>(e) **4,187** | .03 | ..... | (I) (CanP) (J) (none) | News-Chronicle Pub. Co., Ltd.<br>E. B. Mackay, Pres. | O. F. Young | Chas. Milne<br>Royd Beamish (sp) | E. B. Mackay<br>D. R. Harrison (bm)<br>Alex Sims (cm) | C. Binder | J. Saunders<br>H. Stanworth |
| PORT HOPE<br>4,723 | Guide<br>(e) 1,600 | .02 | .025 | (I) (J) (none) | Geo. Wilson & Son | Donald H. Wilson | M. B. Bennett (sp) | Donald H. Wilson<br>G. B. Gallagher (cm) | Donald H. Wilson | W. T. Greenaway |
| ST. CATHERINES<br>24,703 | Standard<br>(e) **9,339** | .05 | .03 | (I) (CanP BUP) (J) (C19) | St. Catharines Standard, Ltd.<br>Mrs. W. B. Burgoyne, Pres. | H. L. Walsh<br>H. B. Burgoyne | E. B. Burgoyne<br>C. E. Browne (sp) | H. B. Burgoyne<br>H. H. Turnbull (cm) | H. M. Gadsby<br>H. B. Burgoyne (n) | J. H. Carroll<br>R. Birbeck (j) |
| ST. THOMAS<br>15,359 | Times-Journal<br>(e) **8,532** | .04 | .03 | (I) (CanP, AP) (†) (C2-C19) | Times-Journal Ptg. Co., Ltd.<br>L. H. Dingman, Pres. | Herbert Ramsey<br>Thomas Keith | Geo. M. Dingman<br>Nelson Whitmore (sp) | L. H. Dingman<br>W. L. Agnew (bm)<br>W. J. Stewart (cm) | D. M. Brayley<br>W. L. Agnew (n)<br>G. D. Agnew (el) | J. Brewer |
| SARNIA<br>18,191 | Canadian Observer<br>(e) **5,871x** | .0275 | .0375 | (I) (CanP) (C19) | Canadian Observer, Ltd.<br>H. M. Hueston, Pres. | H. M. Hueston | W. A. Tennant<br>O. N. Wilson (sp) | A. D. McKenzie<br>R. J. Knowles (cm) | C. C. Manore | J. W. Peacock |
| SAULT STE. MARIE<br>23,082 | Star<br>(e) 5,356 | .0275 | .025 | (I) (CanP) (J) (none) | Sault Star, Ltd.<br>J. W. Curran, Pub. | J. W. Curran | J. C. Richardson<br>J. F. MacDougall (sp) | J. W. Curran | D. M. Cohen<br>J. W. Curran (n) | W. S. Curran<br>D. W. Hilts (j) |

# CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

## ONTARIO (Continued

| City Population | Name of Newspaper Circulation | Minimum Adv. Line Rate Nat. | Local | Key See Footnote on Page 12 | Publisher, Corporation and Name of President | Editor Managing Editor | City Editor Sports Editor Sunday Editor | General Manager Bus. Manager Circulation Man. | Adv. Manager Nat. Adv. Man. Classified Man. | Mech. Supt. Job Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| STRATFORD..... 17,742 | Beacon-Herald (e) 8,937 | .04 | .03 | (I) (CanP) (J) (none) | Beacon-Herald of Stratford, Ltd. L. H. Dingman, Pres. | A. R. Kennedy..... | H. C. Obsay..... L. W. Appel (sp).... | Chas. D. Dingman.. C. C. Carell (cm).... | J. A. Triller..... C. D. Dingman (n).. | M. A. Robinson Roy Waters (j) |
| TORONTO..... 631,207 | Globe (m) 83,811 | .23 | .14 | (I) (mer) (E) (56).. | Globe Ptg. Co..... W. G. Jaffray, Pres. | H. W. Anderson (mg). | A. L. MacIntyre.... M. J. Rodden (sp)... | W. G. Jaffray..... G. W. Hasting (acting ctry-cm) W. B. Evans (acting city-cm) | F. F. Smith..... R. K. Stocks (cl) | J. Chinn |
| | Mail & Empire (m) 110,758 | .23 | .14 | (C) (E) (84)..... | Mail Ptg. Co..... John Scott, Pub. T. W. Killam, Pres. | Frank D. L. Smith.. R. Farquharson (night) | M. B. McDonald.... Edwin Allen (sp).... | John Scott..... Wm. A. Peacey (bm) John R. Blaber (cm) | Wm. J. J. Butler.... F. S. Henry (cl) | ..... |
| | Star (e) 211,647 | .23 | .14 | (I-L) (CanP, AP, UP, INS) (*Sat) (J) (43-C23) | Star Ptg. & Pub. Co. of Toronto, Ltd. J. E. Atkinson, Pub-Pres. | J. T. Clark..... Vernon Knowles (me) John B. Drylie (news) | E. B. Reid..... L. Marsh (sp)..... Main Johnson (Su).. | W. C. R Harris..... W. L. Argue (ctry-cm) K. A. McMillan (city-cm) | W. C. R. Harris..... F. L. Tate (cl) | A. C. F. West |
| | Telegram (e) 134,951 | .23 | .14 | (I-C) (CanP, BUP, NANA) (E) (146) | J. Ross Robertson Estate | C. O. Knowles..... C. H. J. Snider (asst-ed) | H. C. Berkeley..... J. P. Fitzgerald (sp). | A. T. Chadwick (bm) C. W. Knowles (cm) | T. N. Dwan..... | ..... |
| WELLAND..... 10,627 PT. COLBOURNE 6,488 | Tribune (e) 5,575 | .025 | .025 | (I) (CanP) (C19)... | Welland Publs. Ltd.. A. D. McKenzie, Pres. | Henry J. Foster..... | Wm. Lewis..... Thos. Morrison (sp) | H. J. Shore (bm).... | G. J. Shore..... | O. Clements |
| WINDSOR..... 63,108 | Border Cities Star (e) 37,433 | .11 | .08 | (I) (CanP, AP, BUP) (J) (84) | Star Pub. Co., Windsor, Ltd. W. F. Herman, Pub-Pres. | W. F. Herman..... Ellison Young..... | W. H. Vaughan..... Vern DeGeer (sp) ... | H. A. Graybiel..... R. J. Sallans (bm)... C. E. Traunicek (cm). | R. J. Newell..... R. J. Sallans (n)..... K. McKay (cl) | J. Braddock R. M. Elliott (j) |
| WOODSTOCK.... 16,628 | Sentinel-Review (e) 5,575 | .03 | .03 | (I) (CanP) (none).. | Woodstock Publs., Ltd. | W. E. Elliott..... | O. T. G. Martin..... L. W. Taylor (sp)... | C. O. Tatham (bm).. J. L. Sutherland (cm). | A. L. Coles..... C. O. Tatham (n) | L. Morkem |

## PRINCE EDWARD ISLAND

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| CHARLOTTETOWN 12,361 | Guardian (m) 6,020 | .03 | .03 | (I-C) (CanP) (J) (none) | Guardian Pub. Co... J. R. Burnett, Pub. | J. R. Burnett..... | ..... | J. R. Burnett..... | ..... | ..... |
| | Patriot (e) 3,705 | .02 | .015 | (L) (CanP) (J) (none) | Patriot Pub. Co..... Hon. F. R. Hearts, Pres. | Reuben MacDonald.. | C. J. Mitchell..... N. A. Matheson (sp). | W. A. Gaudet (bm).. | ..... | J. Coyle F. L. Dillon (j) |
| LEVIS..... 11,724 | Le Quotidien (e) ..... | .015 | .015 | (L) (none)..... | La Cie. du Publication du Levis, Ltee. | ..... | ..... | ..... | ..... | ..... |
| MONTREAL..... 818,577 996,132 (ABC City) | Le Canada (m) 12,376 | .060 | .... | (L) (CanP) (J) (none) | La Cie. du Publication du Canada, Ltee. | ..... | ..... | Louis Carrier..... A. LeFebre (cm) | J. Nolin..... | ..... |
| | Le Devoir (e) 11,643 | .05 | .... | (I) (J) (69)..... | Imprimerie Populaire, Ltee. C. Dufresne, Pres. G. Pelletier, Pub. | Omer Heroux..... Louis Dupire..... | Louis Robillard..... X. Narbonne (sp)... | Georges Pelletier.... N. Lafortune (bm) L. Lorrain (cm) | A. Montambault.... | J. O. Beaudet |
| | Gazette (m) 39,506 | .10 | .10 | (I-C) (CanP, AP) (J) (E) (56-C13) | Gazette Ptg. Co., Ltd. Hon. Smeaton White, Pres. | Paul Bilkey..... J. A. McNeil..... | J. S. Chalmers..... Wm. Morrison (sp).. | F. Lawson (cm)..... | Wm. J. C. Sutton... | John Hayes L. J. Durfy (j |
| | Herald (e) 26,721 | .06 | .035 | (I) (CanP, INS) (J) (E) (53-E3) | Herald Pub. Co..... A. C. Morton, Pres. | C. L. Sibley..... Leon Edel..... | G. E. McCormick... E. W. Ferguson (sp). | A. C. Morton..... G. W. Walker (cm).. | F. H. Silman..... K. K. Bloxham (cl).. | Joseph Riley W. Nutt (j) |
| | L'Illustration (m) 35,000 | .07 | .... | (none)..... | F. Dansereau, Mn. Dir. | ..... | ..... | Albert Mercier (cm). | Arthur Polachek..... | ..... |
| | La Patrie (e) 28,393 Saturday edition (Sat) 43,040 | .10 .10 | .10 .10 | (I) (CanP) (J) (E) (84) | La Patrie Pub. Co., Ltd. P.-R. DuTremblay, Pres. | J. A. Gauthier..... O. Mayrand..... | J. C. Lefrancois..... H. Lavigne (sp)..... G. Benoit (Su) | J. N. A. Perrault.... O. L. Bourque (cm).. | P. Gosselin..... Miss Y. Bergeron (cl) | P. Durocher A. Legault (j) |
| | La Presse (e) 149,761 Saturday edition (Sat) 181,108 | .22 .22 | .... .... | (I) (CanP, BUP) (*Sat) (E) (104) | La Cie. de Publication de la Presse, Ltee. P.-R. DuTremblay, Pres. | Eugene Lamarche (me)..... | Herve Major..... M. Desjardins (sp)... | J. P. Callaghan (bm). J. O. Chatel (cm).... | A. Locas (local)..... J. P. Callaghan (n). J. McCraw (cl) | Rene Lionais |
| | Standard (Sat) 94,995 | .15 | .12 | (I) (AP, CanP, BUP) (*Sat) (53-C23).. | Standard Pub. Co., Ltd. F. Yorston, Pres. | Frederic Yorston.... | P. J. McDonagh.... R. A. Cochrane (Su). | Frederic Yorston.... R. B. Gay (bm) | R. B. Gay..... | James McKee |
| | Star (e) 117,933 | .1625 | .155 | (I) (CanP, BUP, NYHT) (†) (27-86-C14) | Montreal Star Co., Ltd. Lord Atholstan, Pres. | A. R. Carmen..... A. J. West, Exec. Ed. | Alex Dewar..... P. Spanjaardt (sp)... | Lord Atholstan..... E. R. Whitrod (asst. bm) W. J. Little (cm) | H. G. Brewer ..... | D. H. Parker |
| QUEBEC..... 130,594 | Chronicle-Telegraph (e) 4,428 | .04 | .05 | (I) (CanP) (†) (J) (E) (119) | Chronicle-Telegraph Pub Co., Ltd. Hon. Frank Carrel, Pres. | A. G. Penny..... | ..... | E. G. Smith..... | E. G. Smith..... | ..... |
| | L'Action Catholique (e) 20,539 | .07 | .06 | (I) (BUP) (J) (E) (C15) | L'Action Sociale, Ltee. Nazaire Fortier, Pres. | Dr. Jules Dorion.... A. F. Mercierx..... | Calixte Dumas..... M. Descarreaux (sp). | A. F. Mercier..... L. Letourneau (cm) | A. Dussault..... | M. Dorval |
| | L'Evenement (m) 22,056 | .08 | .08 | (I) (CanP) (J) (84).. | J. H. Fortier..... | J. E. Barnard..... | J .M. Turgeon..... L. Lebel (sp)..... | E. Castonguay..... P. A. Robitaille (cm). | R. Trempe..... E .Castonguay (n) M. Dion (cl) | D. Emond |
| | Le Soleil (e) 47,007 | .14 | .... | (L) (CanP) (†) (J) (E) (56) | Le Soleil, Ltee..... H. Gagnon, V-P. & Mn. Dir. | J.-C. Harvey..... | Irenee Masson..... Alphonse Proulx (sp). | Henri Gagnon..... Omer Roberge (cm).. | F. L. De Haitre..... A. Morisset (cl) | Jules Joncas (j) |
| SHERBROOKE... 29,864 | Record (e) 7,940 | .05 | .... | (I) (CanP, AP) (none) | Alfred Wood..... | Alfred Wood..... Gordon Miller | K. Flaherty..... | A. Willard (cm)..... | C. P. Buckland..... | J. Fraser |
| | La Tribune (e) 8,500 | .045 | .035 | (L) (CanP) (†) (J) (22) | La Tribune, Ltee.... J. Nicol, Pres. F. Fortin, Pub. | Florian Fortin..... L. P. Robidoux..... | Aurele Goyer..... L. G. Boudrias (sp).. | Florian Fortin..... Philippe Doyon (cm). | A. DesRochers..... C. Brindamour (n) Olive Lynch (cl) | A. Huard |
| THREE RIVERS.. 35,450 | Le Nouvelliste (e) 11,623 | .05 | .... | (I) (CanP) (119)... | J. H. Fortier..... | E. Jean..... | ..... | E. Jean (bm)..... L. Paradis (cm) | Paul DuPuis..... | P. Dion |

## SASKATCHEWAN

| City Population | Name of Newspaper Circulation | Nat. | Local | Key | Publisher | Editor | City Editor | General Manager | Adv. Manager | Mech. Supt. |
|---|---|---|---|---|---|---|---|---|---|---|
| MOOSE JAW..... 21,300 | Herald (m) 1,318 | .... | .... | (I-L) (CanP) (J) (66-139-C4-C28) | Times Co., Ltd. Hon. Walter Scott, Pres. | Thomas Miller..... | F. J. Workman..... Murray Brown (sp).. | Thomas Miller..... O. R. Reid (cm)..... | Thomas Miller..... | Wm. Adair Wm. McGuire (j) |
| | Times (e) 3,759 | .... | .... | | | | | | | |
| | Combined daily (me) 5,077 | .05 | .05 | | | | | | | |
| PRINCE ALBERT. 9,905 | Herald (e) 3,061 | .02 | .02 | (I) (CanP) (J) (C3) | Herald Ptg. Co., Ltd. W. L. Davis, Pres. | E. N. Davis..... | H. Rowed (sp)..... | W. G. Eagle (bm)... | W. L. Davis..... | F. C. Backler |
| REGINA..... 53,209 | Leader-Post (m) 12,447 | .... | .... | (I-L) (CanP) (39-C23a-C25-E2) | Leader-Post, Ltd.... Victor Sifton, Pres. | D. B. MacRae..... | J. A. M. Cook..... Dave Dryburg (sp).. | Victor Sifton..... A. M. Haig & R. S. Malone (cm) | Harry Saul..... | J. R. Owen |
| | Leader-Post (e) 13,060 | .... | .... | | | | | | | |
| | Combined daily (me) 25,507 | .10 | .09 | | | | | | | |
| | Star (e) 11,546 | .06 | .045 | (I) (CanP) (84-C5-C4-C21) | Regina Star, Ltd.... P. H. Gordon, K.C., Pres. | Frank Wright..... A. M. Raymond..... | J. E. Pascoe..... C. H Fairman (sp)... | Harry J. Ford..... E. Sidaway (cm).... | H. Frank Bird..... Gordon Berridge (cl) | Lloyd Gorrie |
| SASKATOON..... 43,025 | Star-Phoenix (m) 3,488 | .... | .... | (I-L) (CanP) (J) (39-C23a-C25) | Star-Phoenix, Ltd... Victor Sifton, Pres | J. S. Woodward..... | Eric Knowles (news). Walt Riddell (sp).... | R. M. Cantlon (bm). G. D Naish (city cm) L. H. Maycock (ctry cm) | F. D. Galbraith..... ..... | H. E. Brown E. F. Park (j) |
| | Star-Phoenix (e) 16,438 | .... | .... | | | | | | | |
| | Combined daily (me) 19,926 | .09 | .... | | | | | | | |

# NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

**Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers, showing in the newspaper and personnel lists:**

| Key | Firm Name | City | Office Address |
|---|---|---|---|
| | **A** | | |
| 1 | Alcorn Company, Franklin P., Inc. | New York | 500 Fifth Ave. |
| | | Chicago | 410 N. Michigan Ave. |
| | | San Francisco | 742 Market St. |
| | | Los Angeles | Times Building |
| | | Seattle | 521 Lloyd Building |
| 2 | Allen-Klapp-Frazier Co. | Chicago | 540 N. Michigan Ave. |
| | | New York | 551 Fifth Ave. |
| | | St. Louis | 312 Victoria Building |
| | | Detroit | 530 New Center Building |
| 4 | Anderson, C. J., Special Agency | Chicago | 35 E. Wacker Drive |
| | | New York | See Ralph R. Mulligan |
| 3 | American Press Association | New York | 225 W. 39th St. |
| | | Chicago | 122 S. Michigan Ave. |
| | | Detroit | 2111 Woodward Ave. |
| | | Baltimore | 1115 Lexington Building |
| | | Kansas City | 21 W. 10th St. Building |
| | | St. Louis | 505 Star Building |
| 5 | Arkansas Dailies | Chicago | 75 E. Wacker Drive |
| | | New York | 420 Lexington Ave. |
| | | Detroit | General Motors Building |
| | | Dallas | Mercantile Bank Building |
| | | Kansas City | 306 Candler Building |
| | | Memphis | 303 Stentock Building |
| 6 | Associated Newspaper Color, Inc. | San Francisco | Chronicle Building |
| | | New York | 10 E. 43rd St. |
| | | Chicago | 75 E. Wacker Drive |
| | | Detroit | 14151 Sussex Ave |
| | **B** | | |
| 7 | Beckwith, The Special Agency, Inc. | New York | 230 Park Ave. |
| | | Chicago | 8 S. Michigan Ave. |
| | | Philadelphia | 1016 No. 64th St. |
| | | Detroit | 139 General Motors Building |
| | | Kansas City | 307 Interstate Building |
| | | Atlanta | 1010 Glenn Building |
| | | San Francisco | 221 Monadnock Building |
| 8 | Bell, G. B. | Portland | Security Building |
| 9 | Bell, Tilton S. | Boston | Old South Building |
| 10 | Bertolet & Lemon, Inc. | New York | 299 Madison Ave. |
| | | Chicago | 30 No. Dearborn St. |
| | | Kansas City | See Dillon & Kirk |
| | | Pacific Coast | See R. J. Bidwell Co. |
| 11 | Best, Hil F. | Detroit | 3090 E. Grand Blvd. |
| 12 | Bidwell Company, R. J. | San Francisco | 742 Market St. |
| | | Los Angeles | Chamber of Comm. Building |
| | | Seattle | 610 Lloyd Building |
| | | Portland | 3225 N. E. 43rd St. |
| 13 | Birch, R. J. & Co. | San Francisco | 155 Sansome St. |
| | | Los Angeles | 846 S. Broadway |
| 14 | Blank, L. Daniel-Wm. J. Kelly | Chicago | 919 N. Michigan Ave. |
| 15 | Block, Paul, and Associates | New York | 247 Park Ave. |
| | | Chicago | 919 N. Michigan Ave. |
| | | Detroit | General Motors Building |
| | | Boston | Little Building |
| | | Philadelphia | 1420 Walnut St. |
| | | San Francisco | 839 Russ Building |
| | | Los Angeles | 1151 S. Broadway |
| 16 | Boone, Rodney E. Organization | New York | 959 Eighth Ave. |
| | | Chicago | 929 Hearst Building |
| | | Detroit | 12–230 General Motors Bldg. |
| | | Boston | 554–5 Winthrop Square |
| | | Rochester | 14 Franklin St. |
| | | Philadelphia | 1400 S. Penn Square |
| | | San Francisco | 708 Hearst Building |
| | | Cleveland | 1151 Union Trust Building |
| | | Atlanta | 720 Glenn Building |
| | | Los Angeles | 430 Chamber of Comm. Bldg. |
| | | Seattle | 1510 Textile Tower |
| 17 | Branham Company, The | Chicago | 360 N. Michigan Ave. |
| | | New York | 420 Lexington Ave. |
| | | Dallas | 723 Mercantile Building |
| | | Atlanta | Rhodes-Haverty Building |
| | | Detroit | 8–236 General Motors Bldg. |
| | | St. Louis | State Natl. Life Building |
| | | Kansas City | 500 National Fidelity Life Bldg. |
| | | San Francisco | Chronicle Building |
| | | Los Angeles | 433 S. Spring St. |
| 18 | Bryan Murphy & Company | Kansas City | Interstate Building |
| 19 | Bryant, Griffith & Brunson, Inc. | New York | 9 East 41st St. |
| | | Chicago | 230 North Michigan Ave. |
| | | Boston | 201 Devonshire St. |
| | | Detroit | 2-245 General Motors Building |
| | | Atlanta | Walton Building |
| 20 | Budd Company, John | New York | Graybar Building |
| | | Chicago | 435 North Michigan Ave. |
| | | St. Louis | Chemical Building |
| | | Atlanta | Healey Building |
| | | San Francisco | Mills Building |
| | | Los Angeles | Western Pacific Building |
| | | Portland | Bedell Building |
| | | Seattle | Lloyd Building |
| | | Dallas | Republic Bank Building |
| 21 | Buell, Roy | Detroit | 2-113 General Motors Building |
| 22 | Burke, Kulipers & Mahoney, Inc. | New York | 420 Lexington Ave. |
| | | Chicago | 203 North Wabash Ave. |
| | | Atlanta | 711 12 Glenn Building |
| | | Dallas | 715 Southwestern Life Bldg. |
| 23 | Burke, Hugh | New York | 60 East 42nd St. |
| | **C** | | |
| 24 | Callender & Lynch, Inc. | New York | 24 North William St. |
| 25 | Cambridge Special Agency, Inc. | New York | 24 North William St. |
| 26 | Capper Publications | New York | 420 Lexington Ave. |
| | | Chicago | 203 North Wabash Ave. |
| | | Cleveland | 1013 Rockwell Ave. |
| | | Detroit | 11-269 General Motors Bldg. |
| | | Kansas City | 1407 Waldheim Building |
| | | Philadelphia | 1201 Chestnut St. |
| | | St. Louis | 2206 Pine St. |
| | | San Francisco | Sharon Building |
| 27 | Carroll, Dan A. | New York | 110 East 42nd St. |
| 27A | Christian Science Publishing Co. | New York | 500 Fifth Ave. |
| 28 | Clark, Thomas F., Company, Inc. | New York | 205-217 East 42nd St. |
| | | Chicago | 307 North Michigan Ave. |
| | | Indianapolis | Majestic Building |
| | | Kansas City, Mo. | Lathrop Building |
| 29 | Clark, H. K. | Chicago | 180 North Michigan Ave. |
| 30 | Clayden, A. E., Inc. | New York | 369 Lexington Ave. |
| | | Chicago | 360 North Michigan Ave. |
| 31a | Coe, Sayers | New York | 15 William St. |
| 31 | College Publishers Representatives, Inc. | Chicago | 612 North Michigan Ave. |
| | | New York | 40 East 34th St. |
| | | Cambridge, Mass. | 1400 Massachusetts Ave. |
| | | Los Angeles | Western Pacific Building |
| | | San Francisco | 220 Montgomery St. |
| | | Seattle | 2100 Fifth Ave. |
| 32 | Comic Section Advertising Corp. | New York | 405 Lexington Ave. |
| 33 | Conger, H. H. Company | San Francisco | Monadnock Building |
| 34 | Cour, C. A. | St. Louis | 205 Globe Democrat Building |
| 35 | Creel, Allan W. | New York | 15 East 40th St. |
| 36 | Cullen, Company, John W. | Chicago | 8 South Michigan Ave. |
| | | New York | 501 Fifth Ave. |
| | | Detroit | General Motors Building |
| | | Kansas City | 500 Natl. Fidelity Life Bldg. |
| | **D** | | |
| 37 | David Company, George B. | New York | 110 East 42nd St. |
| | | Chicago | 400 North Michigan Blvd. |
| | | St. Louis | 505 Star Building |
| 38 | Dean, J. E. | Chicago | 435 North Michigan Ave. |
| 39 | DeClerque, Henry, Inc. | Chicago | 435 North Michigan Ave. |
| | | New York | 12 East 41st St. |
| | | San Francisco | Monadnock Building |
| | | Seattle | Leary Building |
| 40 | De Lisser, Boyd & Terhune, Inc. | New York | 500 Fifth Ave. |
| | | Philadelphia | 1316 Land Title Building |
| | | Chicago | 612 N. Michigan Ave. |
| 41 | Devine-Tenney Corporation | New York | 405 Lexington Ave. |
| | | Chicago | 307 N. Michigan Ave. |
| | | Detroit | 731 Fisher Building |
| | | Des Moines | Insurance Exch. Building |
| | | Pittsburgh | 2337 Koppers Building |
| | | Atlanta | 206 Palmer Building |
| 42 | Dillon & Kirk | Kansas City | 500 National Fidelity Life Bldg. |
| | **E** | | |
| 43 | Eddy Company, Chas. H. | New York | 247 Park Ave. |
| | | Chicago | 410 N. Michigan Ave. |
| | | Boston | 294 Washington St. |
| 44 | Emory, Thomas L. | San Francisco | Monadnock Building |
| | **F** | | |
| 45 | Farley, Robert S. | (Financial and Steamship Advertising exclusively) | |
| | | New York | 165 Broadway |
| | | Chicago | 29 S. LaSalle St. |
| 46 | Farrell, J. J. | Kansas City | Interstate Building |
| 47 | Fenger-Hall Co., Ltd. | New York | 250 Park Ave. |
| | | Chicago | 307 N. Michigan Ave. |
| | | Boston | 80 Boylston St. |
| | | San Francisco | 235 Montgomery St. |
| | | Los Angeles | 1151 S. Broadway |
| | | Seattle | 1004 Second Ave. |
| 48 | Ferriss, H. R. | Seattle | 610 Lloyd Building |
| 49 | Fisher, H. Clyde | New York | 41 Park Row |
| 50 | Fitzpatrick, Keene | San Francisco | 820 Kohl Building |
| 51 | Fletcher, R. A. | New York | 521 Fifth Ave. |
| 52 | Foote, N. Frederick & Associates | New York | 551 Fifth Ave. |
| | | Buffalo | 3156 Main St. |
| | | Boston | 80 Boylston St. |
| 53 | Fralick & Bates, Inc. | New York | 500 Fifth Ave. |
| | | Chicago | 605 N. Michigan Ave. |
| | | Kansas City, Mo. | 114 W. Tenth St. |
| 54 | Frost, Landis & Kohn | Chicago | 35 E. Wacker Drive |
| | | New York | 250 Park Ave. |
| | | Detroit | 2-113 General Motors Building |
| | | Atlanta | Walton Building |
| | | Dallas | 2112 Young St. |
| | | St. Louis | Security Building |
| | **G** | | |
| 55 | Garner & Grant | Atlanta | 711 Glenn Building |
| 56 | Gilman, Nicoll & Ruthman | Chicago | 400 N. Michigan Ave. |
| | | New York | 19 W. 44th St. |
| | | Detroit | 601 New Center Building |
| | | Boston | 18 Tremont St. |
| | | Philadelphia | 1016 N. 64th St. |
| | | Seattle | 1326 Fifth Ave. |
| | | San Francisco | 525 Market St. |
| 57 | Glass, Robert M. | Detroit | 10-253 General Motors Building |
| 58 | Grandin, Victor | New York | 522 Fifth Ave. |
| 59 | Grassick, Joseph M. | Chicago | 919 N. Michigan Ave. |
| 60 | Gravure Service Corporation | New York | Graybar Building |
| | | Chicago | 221 N. LaSalle St. |
| | | Detroit | General Motors Building |
| 61 | Greely, J. W. | Seattle | 603 Stewart St. |
| | **H** | | |
| 62 | Hagg, Arthur H. & Associates | Chicago | 360 N. Michigan Ave. |
| | | New York | 220 E. 42nd St. |
| | | Denver | 711 Bus. Terminal Building |
| | | Kansas City | 305 E. 66th St. Terr. |
| | | San Francisco | 557 Market St. |
| 63 | Harris, J. C., Jr. | Atlanta | 617 Glenn Building |
| 64 | Henriquez, P. L. | Chicago | 435 North Michigan Ave |
| 65 | Hill, A. J. Norris Co. | New York | 155 East 42nd St. |
| | | Chicago | 123 West Madison St. |
| | | San Francisco | Call Building |
| | | Los Angeles | 1206 Maple Ave. |
| | | Seattle | 1004 Second Ave. |
| 66 | Hoffman, Irving M., Inc. | New York | 420 Lexington Ave. |
| 67 | Howe, A. W. | Dallas | 715 Southwestern Life Bldg. |
| 68 | Howland & Howland, Inc. | New York | 247 Park Ave. |
| | | Chicago | 360 North Michigan Ave. |
| | **I** | | |
| 69 | Ingraham, Cooley & Coffin, Inc. | New York | 350 Madison Ave. |
| | | Chicago | 75 East Wacker Drive |
| | | Detroit | 2-113 General Motors Building |
| 70 | Inland Newspaper Representatives, Inc. | New York | 512 Fifth Ave. |
| | | Chicago | 410 North Michigan Ave. |
| | | Kansas City | Baltimore Hotel |
| 71 | Iowa Daily Press Assoc. | Des Moines | 500 Royal Union Life Bldg. |
| | **J** | | |
| 72 | Johnstone, Roger A. | Los Angeles | 315 West 9th St. |
| | | San Francisco | 155 Montgomery St. |
| | | Kansas City | ..... |
| | **K** | | |
| 73 | Kansas-Missouri Markets & Newspapers, Inc. | Kansas City | 438 Lathrop Building |
| | | New York | 205 East 42nd St. |
| | | Chicago | 307 North Michigan Ave. |
| | | Indianapolis | Majestic Building |
| 74 | Katz, E. Special Advertising Agency | New York | 500 Fifth Ave. |
| | | Chicago | 307 North Michigan Ave. |
| | | Atlanta | 22 Marietta St. Building |
| | | Philadelphia | 260 South Broad St. |
| | | Dallas | Republic Bank Building |
| | | Detroit | 4-234 General Motors Building |
| | | Kansas City | Bryant Building |
| | | San Francisco | Monadnock Building |
| 75 | Keater, A. R. | Chicago | 8 South Dearborn St. |
| 76 | Kelly-Smith Company | New York | Graybar Building |
| | | Chicago | 211 West Wacker Drive |
| | | Detroit | General Motors Building |
| | | Boston | Waterman Building |
| | | Philadelphia | 260 South Broad St. |
| | | Atlanta | 617 Glenn Building |

| Key | Firm Name | City | Office Address |
|---|---|---|---|
| 77 | Keough, J. B. | Atlanta | 1709 Rhodes Haverty Building |
| 78 | Kern, H. G. | Boston | 534 New England Press Bldg. |
| 79 | Kimball, Fred. Inc., also Kimball, Frederic A. Co., Inc. | New York | 67 West 44th St. |
| | | Chicago | 540 North Michigan Ave. |
| | | Detroit | 3008 East Grand Boulevard |
| | | Philadelphia | 1234 Real Estate Trust Bldg. |
| | | Pittsburgh | 604 Cham. of Com. Building |
| | | Milwaukee | 176 West Wisconsin Ave. |
| 80 | Klein, I. A., Inc. | New York | 50 East 42nd St. |
| 81 | Kohn, George M., Inc. | Atlanta | 908-9 Walton Building |
| 82 | Krogness, C. George | San Francisco | 303 Crocker First National Bldg. |
| | **L** | | |
| 83 | LaCoste & Maxwell | New York | 45 West 34th St. |
| | | Chicago | 140 South Dearborn St. |
| 84 | Lerenzen & Thompson, Inc. | Chicago | 122 South Michigan Ave. |
| | | New York | 19 West 44th St. |
| | | Kansas City | 21 West 10th St. Building |
| | | Detroit | General Motors Building |
| | | St. Louis | 505 Star Building |
| | | San Francisco | 155 Sansome St. |
| | | Los Angeles | 846 Broadway |
| | | Atlanta | 908 Walton Building |
| 85 | Lundgren, Julius W. | Chicago | 8 South Dearborn St. |
| 86 | Lutz, John E. | Chicago | 180 North Michigan Ave. |
| | **M** | | |
| 87 | McClure, L. F. | Chicago | 919 N. Michigan Ave. |
| 88 | McCollum, J. A. | St. Louis | 915 Olive St. |
| 89 | McDevitt, George A. Co. | New York | 250 Park Ave. |
| | | Chicago | 919 N. Michigan Ave. |
| | | Detroit | New Center Building |
| | | Philadelphia | Record Building |
| | | Kansas City | 6544 Edgevale Road |
| 90 | McGiffin, W. J. Newspaper Rep. | Detroit | 11-250 General Motors Building |
| 91 | McGinn, Neil D. | New York | 30 RockefellerPlaza |
| 92 | McKinney, J. P. & Son | Chicago | 400 N. Michigan Ave. |
| | | San Francisco | 901 Russ Building |
| 93 | McKittrick, C. E. | New York | 220 E. 42nd St. |
| 94 | Macfadden Publications | New York | 2716 Graybar Building |
| | | Chicago | 333 N. Michigan Ave. |
| | | Boston | Little Building |
| | | Detroit | 427 Fisher Building |
| | | San Francisco | 111 Sutter St. |
| | | Los Angeles | Lincoln Building |
| | | Seattle | 1037 Henry Building |
| 95 | Marsh, Martin L. | New York | 60 East 42nd St. |
| 96 | Mathews, Julius, Special Agency, The | Boston | 8 Newbury St. |
| | | New York | 400 Madison Ave. |
| | | Detroit | 2457 Woodward Ave. |
| | | Chicago | 64 E. Lake St. |
| | | Los Angeles | 220 N. Catalina St. |
| 97 | Meeker, Frank H. | New York | 270 Madison Ave. |
| 98 | Middleton-Kimball Co. | Chicago | 540 N. Michigan Ave. |
| | | New York | 67 W. 44th St. |
| | | Philadelphia | Real Estate Trust Building |
| | | Pittsburgh | 604 Chamber of Com. Building |
| 99 | Mid-South Dailies | Memphis | 303 Sterick Building |
| | | New York | 420 Lexington Ave. |
| | | Chicago | 75 East Wacker Drive |
| | | St. Louis | Star Building |
| | | Detroit | General Motors Building |
| | | Kansas City | 21 W. 10th St. Building |
| 100 | Mitchell, Ralph W. | Kansas City | 21 W. 10th St. Building |
| 101 | Mitchell-Ruddell-Rudden, Inc. | New York | 295 Madison Ave. |
| | | Chicago | 180 N. Michigan Ave. |
| | | Kansas City | 21 W. 10th St. Building |
| | | St. Louis | 505 Star Building |
| | | Detroit | 5-120 General Motors Building |
| 102 | Mogenson, M. C. & Company, Inc. | Chicago | 360 N. Michigan Ave. |
| | | New York | 122 E. 42nd St. |
| | | Detroit | 3044 W. Grand Blvd. |
| | | Portland | 130 6th St. |
| | | San Francisco | 220 Bugh St. |
| | | Los Angeles | 433 S. Spring St. |
| | | Seattle | 603 Stewart St. |
| 103 | Mohr, Leo. J. | Chicago | 435 N. Michigan Ave. |
| 104 | Morton Company, Wm. J. | New York | 200 Fifth Ave. |
| | | Chicago | 410 N. Michigan Ave. |
| 105 | Mulligan, Ralph R. | New York | 441 Lexington Ave. |
| | | Chicago | See C. J. Anderson Special Agcy |
| | **N** | | |
| 106 | Neville & Hitchings, Inc. | Philadelphia | 1606 Walnut St. |
| 107 | Newspaper Associates, Inc. | New York | 210 E. 43rd St. |
| | | Chicago | 307 N. Michigan Ave. |
| 108 | New Jersey Newspapers, Inc. | Chicago | 123 W. Madison St. |
| | | New York | 25 E. 26th St. |
| | | Newark, N. J. | 487 Orange St. |
| | | Philadelphia | 1524 Chestnut St. |
| 109 | Noce, Rothenburg & Jann, Inc. | New York | 10 East 40th St. |
| | | Chicago | 360 North Michigan Blvd. |
| | | Detroit | 8-240 Geheral Motors Building |
| | | Atlanta | Glenn Building |
| | | St. Louis | 312 Victoria Building |
| | | Kansas City | 114 West 10th St. |
| | | San Francisco | 351 California St. |
| 110 | Northwest Daily Press Association | Minneapolis | Palace Building |
| 111 | Nourse, Norman C. | Los Angeles | 402 Western Pacific Building |
| | **O** | | |
| 112 | O'Flaherty's New York Suburban List, Inc. | New York | 228 East 45th St. |
| 113 | Oklahoma Dailies | Chicago | 410 North Michigan Ave. |
| | | New York | 2 West 43rd St. |
| 114 | O'Mara & Ormsbee, Inc. | New York | 280 Madison Ave. |
| | | Chicago | 122 South Michgan Ave. |
| | | Los Angeles | Western Pacific Building |
| | | San Francisco | Russ Building |
| | | Detroit | General Motors Building |
| 115 | Osborn, Guy S., Inc. | Chicago | 360 North Michigan Ave. |
| | | Detroit | See Jos. R. Scolaro |
| | | St. Louis | 205 Globe-Democrat Building |
| | **P** | | |
| 116 | Patterson, Kellogg M. | Chicago | 333 North Michigan Ave. |
| 116a | Powers-Andrews, Inc. | New York | 110 East 42nd St. |
| 117 | Powers, E. J. & Co. | Chicago | Peoples Gas Building |
| | | St. Louis | 505 Star Building |
| 118 | Powers & Stone, Inc. | Chicago | 38 South Dearborn St. |
| 119 | Prudden, King & Prudden, Inc. | New York | 1250 Sixth Ave. |
| | | Chicago | 180 North Michigan Ave. |
| | | Los Angeles | Chamber of Commerce Bldg. |
| | | San Francisco | 235 Montgomery St. |
| | | Seattle | Leary Building |
| 120 | Publishers' A. & M. Service Co. | Brooklyn | 105 Court St. |
| | **R** | | |
| 121 | Randall, D. J. & Company | New York | 347 Fifth Ave. |
| 122 | Reed, W. W. | Chicago | 8 South Michigan Ave. |
| 123 | Reynolds-Fitzgerald, Inc. | New York | 2 West 45th St. |
| | | Chicago | 360 North Michigan Ave. |
| | | San Francisco | 58 Sutter St. |
| | | Los Angeles | 117 West Ninth St. |
| 124 | Riegel, Inc. K. | New York | 110 East 42nd St. |
| 125 | Rockwood, Ralph K. | Chicago | 180 North Michigan Ave. |
| | **S** | | |
| 126 | Samuelson, Earnest A. | Kansas City | 306 Candler Building |
| 127 | Sawyer-Ferguson-Walker Company | Chicago | Palmolive Building |
| 128 | Schoerer, Inc. | New York | 220 East 42nd St. |
| | | Chicago | 35 East Wacker Drive |
| 129 | Schulenburg, Carl A. | New York | 415 Lexington Ave. |
| 130 | Scolaro, Jos. R. | St. Louis | 609 Security Building |
| | | Detroit | 8-241 General Motors Building |
| | | Chicago | See Guy S. Osborn, Inc. |
| 131 | Scripps-Howard Newspaper-Nat'l Advertising Dept. | Chicago | 919 North Michigan Ave. |
| | | New York | 230 Park Ave. |
| | | Atlanta | 101 Marietta St. |
| | | Buffalo | 195 Main St. |
| | | Detroit | General Motors Building |
| | | Dallas | Athletic Building |
| | | Philadelphia | 260 South Broad St. |
| | | Los Angeles | 1031 South Broadway |
| | | San Francisco | 814 Mission St. |
| 132 | Sears, A. T. & Son, Inc. | Chicago | 520 North Michigan Ave. |
| 133 | Sears, H. P. | New York | 522 Fifth Ave. |
| 134 | Shattuck, C. H. | Chicago | 333 North Michigan Ave. |
| 135 | Sherwood, H. B. | New York | 220 East 42nd St. |
| 136 | Shull, Karl J. | Los Angeles | 518 Cham. of Com. Building |
| 137 | Small, Spencer, Brewer, Inc. | Chicago | 307 North Michigan Ave. |
| | | New York | 250 Park Ave. |
| | | Boston | 80 Boylston St. |
| | | San Francisco | 235 Montgomery St. |
| | | Los Angeles | 1151 South Broadway |
| 138 | Smith, A. F. Special Agency | Philadelphia | 200 South 12th St. |
| 139 | Stockwell, W. H. | Chicago | 122 South Michigan Ave. |
| | | New York | See Irving M. Hoffman, Inc. |
| 140 | Story, Brooks & Finley, Inc. | New York | New York Central Building |
| | | Chicago | 75 East Wacker Drive |
| | | Philadelphia | 2202 Fidelity Tr. Building |
| | | Cleveland | 1836 Euclid Ave. |
| | | San Francisco | See H. H. Conger Co. |
| 141 | Swan, Carroll J. | Boston | 926 Park Sq. Building |
| 141a | Swasey, Edgar, Jr. | San Francisco | Monadnock Building |
| | **T** | | |
| 141b | Transom & Co. | San Francisco | |
| 142 | Texas Daily Press League, Inc. | Chicago | 180 North Michigan Ave. |
| | | New York | 370 Lexington Ave. |
| | | Dallas | 510 Mercantile Building |
| | | Kansas City | 438 Lathrop Building |
| | | St. Louis | 505 Star Building |
| | | Los Angeles | 1015 New Orpheum Building |
| | | San Francisco | 155 Sansome St. |
| 143 | Theis & Simpson Co., Inc. | New York | 420 Lexington Ave. |
| | | Chicago | 75 East Wacker Drive |
| | | Detroit | 7310 Woodward Ave. |
| | | Kansas City | 21 West 10th St. Building |
| | | St. Louis | Star Building |
| 143a | Thibault, L. H. | New York | 33 West 42nd St. |
| 144 | Townsend, Morris D. | Denver | 711 Bus Terminal Building |
| 145 | Transom, C. A. Company | San Francisco | 110 Sutter St. |
| | **V** | | |
| 146 | Verree & Conklin, Inc. | New York | 285 Madison Ave. |
| | | Chicago | 333 North Michigan Ave. |
| | | Detroit | 321 Lafayette Boulevard |
| | | San Francisco | 5 Third St. |
| | **W** | | |
| 147 | Wales, Franklin E. | Chicago | 123 West Madison St. |
| 147a | Wall St. Journal | New York | 44 Broad St. |
| 148 | Wallis, I. S. & Son | Chicago | 75 East Wacker Drive |
| 149 | Ward, James H. | Detroit | 12-226 General Motors Bldg. |
| 149a | Ward, Wm. D. | New York | 254 West 31st St. |
| 150 | Warner, Robert O. | Chicago | 22 East Ontario St. |
| 151 | Watts, F. K. | Boston | 89 State St. |
| 152 | Welsher, L. I. | Chicago | 1418 Century Building |
| 153 | Williams & Company, Inc. | San Francisco | 220 Montgomery St. |
| | | Los Angeles | Western Pacific Building |
| | | Seattle | 2100 Fifth Ave. |
| 154 | Williams, Lawrence & Creamer Company | New York | 285 Madison Ave. |
| | | Chicago | 360 North Michigan Ave. |
| | | Detroit | 10-169 General Motors Bldg. |
| | | San Francisco | 210 Chronicle Building |
| | | Los Angeles | 433 South Spring St. |
| 155 | Woodward, John B., Inc. | New York | 110 East 42nd St. |
| | | Chicago | 400 North Michigan Ave. |
| | | Detroit | 641 New Center Building |
| | | San Francisco | Russ Building |
| 156 | Wright, Fred Company | Kansas City | 306 Candler Building |
| | | St. Louis | 505 Star Building |
| | | Indianapolis | 2406 Ashland Ave. |
| | **Y** | | |
| 157 | Young, Thomas J. | New York | 222 West 39th St. |
| | **Z** | | |
| 158 | Ziff, W. B. Company | New York | 551 Fifth Ave. |
| | | Chicago | 608 South Dearborn St. |

## CANADIAN REPRESENTATIVES

| | | | |
|---|---|---|---|
| C1 | Abraham, C. A. | Montreal | 402 Southam Building |
| C1a | Arnott, Stuart K. | Toronto | 66 Temperance St. |
| C2 | Ashton, T. L. | Toronto | 372 Bay St. |
| C3 | Cherry, William T. | Toronto | 137 Wellington St. |
| C4 | Crowley, W. J. | Montreal | 210 St. James Chambers |
| C4a | Donovan, Ewart E. | Quebec | 94 Grande Allee |
| C5 | Ford, A. E. | Toronto | 80 King St., West |
| C6 | Gagnier, R. L. | Montreal | LaPatrie Building |
| C7 | Hara, R. B. | Montreal | 915 Castle Building |
| C8 | Henderson, J. R. | Montreal | 904 McGill Building |
| C9 | Hill, James | Toronto | 210 Mannings Chambers |
| C10 | Hogan, John | Toronto | 501 Atlas Building |
| C11 | Houston, Wm. | Toronto | 1206 Canadian Perman't Bldg. |
| C11a | King, Geo. | Toronto | 66 Temperance St. |
| C12 | Jones, F. M. | Toronto | |
| C13 | Martin, L. G. | Toronto | 1511 Metropolitan Building |
| C13a | McBride, J. P. | Hamilton, Ont. | 25 Hughes St., South |
| C14 | McGillivray, M. W. | Toronto | 390 Bay St. |
| C15 | McPhee, D. C. | Montreal | Castle Building |
| C16 | McSherry, J. | Winnipeg | 308 Birks Building |
| C17 | Marshall, George | Toronto | Bank of Hamilton Building |
| C18 | Mears, Fred C. | Ottawa | 302 Victoria Building |
| C19 | Ontario Associated Dailies | Toronto | 320 Bay St. |
| C20 | Payson, Frank E. | Vancouver | 198 Hastings St. |
| C21 | Pearce Co., W. S. | Vancouver | 402 West Pender St. |
| C22 | Pearson, C. M. | Toronto | 80 King St., West |
| C23 | Rathbone, J. B. | Toronto | 1302 Church St. |
| C23a | Rice, Walker C. | Toronto | Canada Permanent Building |
| C24 | Rees, S. L. | Toronto | 213 Metropolitan Building |
| C24a | Sampson, A. G. | Toronto | 330 Bay St. |
| C25 | Sandison, Harry M. | Montreal | 225 Confederation Building |
| C26 | Sauriol, Chas. | Toronto | 2 Toronto St. |
| C27 | Southam Newspapers | Toronto | 350 Bay St. |
| | | Montreal | Southam Building |
| C27a | Tindall, J. H. | London, Ont. | 171 King St. |
| C28 | Thompson, F. W. | Toronto | 714 Wellington Building |
| C29 | Vatcher, T. G. | Toronto | 1007 Canadian Perman't Bldg. |
| C30 | Wilson, F. J. | Montreal | 544 Canada Cement Blad |
| C31 | Wright, T. M. | Hamilton, Ont. | |
| C32 | | | |

## ENGLISH REPRESENTATIVES

| | | | |
|---|---|---|---|
| E1 | Clougher, Corp. | London, Eng. | 20 Craven St., W. C. |
| E2 | Smythe, F. A. | London, Eng. | 34 Ludgate Hill, E. C. |
| E3 | Walford, V. A., Ltd. | London, Eng. | 1-3 Regent St., S.W. 1 |

# CHICAGO'S LARGEST

★ The Chicago Daily
stays in more homes i
Suburbs than any o

# HOME CIRCULATION

*News goes into and in Chicago and other daily newspaper*

*The findings of the first authenticated home circulation survey ever made in Chicago

**THE CHICAGO DAILY NEWS**

# A QUICK ESTIMATE CAN BE MADE OF A CAMPAIGN'S COST IN NEWSPAPERS OF U. S. AND CANADA

## Circulations and Rates of 378 Morning, 1,533 Evening, and 506 U. S. Sunday Newspapers Given in Detail on Preceding Pages, are Summarized by States and Nationally—Similar Data for Canadian Newspapers by Provinces

| State | POPULATION 1930 CENSUS | Number of English Language Daily Newspapers (U. S.) | | | Total Net Paid Circulations | | | Joint Minimum Advertising Rates | | | NUMBER SUNDAY NEWS-PAPERS | TOTAL SUNDAY CIRC. | JOINT SUNDAY ADV. RATES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MORN. | EVE. | TOTAL | MORNING | EVENING | TOTAL | MORN. | EVENING | TOTAL | | | |
| Alabama | **2,646,248** | 3 | 19 | **22** | 75,369 | 222,514 | **297,883** | $.285 | $.996 | **$1.281** | 9 | 174,855 | $.764 |
| Arizona | **453,573** | 6 | 6 | **12** | 45,612 | 28,064 | **73,676** | .266 | .251 | **.517** | 6 | 49,129 | .271 |
| Arkansas | **1,854,482** | 5 | 29 | **34** | 68,246 | 87,426 | **155,672** | .270 | .852 | **1.122** | 7 | 121,110 | .465 |
| California | **5,677,251** | 35 | 101 | **136** | 834,135 | 1,172,928 | **2,007,063** | 3.088 | 5.483 | **8.571** | 32 | 1,489,983 | 4.039 |
| Colorado | **1,035,791** | 5 | 23 | **28** | 49,404 | 204,025 | **253,429** | .275 | .980 | **1.255** | 7 | 358,838 | .980 |
| Connecticut | **1,606,903** | 7 | 22 | **29** | 105,415 | 307,551 | **412,966** | .392 | 1.238 | **1.630** | 6 | 216,080 | .660 |
| Delaware | **238,380** | 1 | 1 | **2** | 10,066 | 39,204 | **49,270** | .070 | .070 | **.140** | 1 | 9,188 | .060 |
| District of Columbia | **386,869** | 2 | 3 | **5** | 147,493 | 285,633 | **433,126** | .300 | .650 | **.950** | 3 | 327,273 | .680 |
| Florida | **1,468,211** | 12 | 28 | **40** | 176,734 | 159,433 | **336,167** | .790 | 1.328 | **2.118** | 24 | 252,994 | 1.520 |
| Georgia | **2,908,506** | 5 | 20 | **25** | 148,186 | 249,570 | **397,756** | .425 | 1.023 | **1.448** | 13 | 457,740 | 1.185 |
| Idaho | **445,032** | 4 | 14 | **18** | 29,080 | 49,512 | **78,592** | .200 | .474 | **.674** | 5 | 34,994 | .250 |
| Illinois | **7,630,654** | 10 | 90 | **100** | 1,197,369 | 1,563,225 | **2,760,594** | 2.175 | 5.164 | **7.339** | 18 | 2,140,505 | 3.727 |
| Indiana | **3,238,503** | 13 | 91 | **104** | 241,877 | 738,895 | **980,772** | .833 | 3.415 | **4.248** | 17 | 350,755 | 1.245 |
| Iowa | **2,470,939** | 3 | 42 | **45** | 153,885 | 534,415 | **688,300** | .320 | 2.305 | **2.625** | 9 | 389,519 | 1.210 |
| Kansas | **1,880,999** | 6 | 50 | **56** | 108,051 | 292,840 | **400,891** | .345 | 1.920 | **2.265** | 9 | 221,113 | .660 |
| Kentucky | **2,614,589** | 7 | 23 | **30** | 125,856 | 230,925 | **356,781** | .374 | 1.057 | **1.431** | 9 | 227,222 | .795 |
| Louisiana | **2,101,595** | 6 | 11 | **17** | 170,592 | 153,232 | **323,824** | .548 | .670 | **1.218** | 5 | 292,101 | .635 |
| Maine | **797,423** | 5 | 6 | **11** | 94,827 | 72,312 | **167,139** | .295 | .305 | **.600** | 1 | 42,935 | .080 |
| Maryland | **1,631,526** | 4 | 9 | **13** | 154,215 | 384,856 | **539,071** | .350 | .915 | **1.265** | 3 | 389,613 | .920 |
| Massachusetts | **4,249,614** | 11 | 54 | **65** | 1,013,478 | 1,247,611 | **2,261,089** | 2.065 | 4.401 | **6.466** | 12 | 1,332,969 | 2.960 |
| Michigan | **4,842,325** | 6 | 51 | **57** | 247,741 | 984,563 | **1,232,304** | .721 | 3.345 | **4.068** | 12 | 924,067 | 2.221 |
| Minnesota | **2,563,953** | 4 | 30 | **34** | 171,149 | 553,514 | **724,663** | .450 | 1.902 | **2.352** | 6 | 481,306 | 1.215 |
| Mississippi | **2,009,821** | 4 | 13 | **17** | 25,221 | 89,689 | **114,910** | .144 | .523 | **.667** | 6 | 73,355 | .333 |
| Missouri | **3,629,367** | 9 | 48 | **57** | 590,707 | 933,506 | **1,524,213** | 1.122 | 2.545 | **3.667** | 14 | 935,153 | 2.208 |
| Montana | **537,606** | 9 | 8 | **17** | 56,396 | 31,566 | **87,962** | .340 | .283 | **.623** | 9 | 74,099 | .470 |
| Nebraska | **1,377,963** | 6 | 17 | **23** | 137,428 | 199,309 | **336,737** | .421 | .845 | **1.266** | 7 | 267,193 | .791 |
| Nevada | **91,058** | 2 | 7 | **9** | 7,495 | 20,019 | **27,514** | .070 | .187 | **.257** | 2 | 7,739 | .070 |
| New Hampshire | **465,293** | 1 | 8 | **9** | 17,256 | 47,175 | **64,431** | .060 | .232 | **.292** | .. | ..... | ..... |
| New Jersey | **4,041,334** | 6 | 27 | **33** | 137,465 | 633,877 | **771,342** | .550 | 2.065 | **2.615** | 6 | 201,514 | .690 |
| New Mexico | **423,317** | 2 | 9 | **11** | 16,901 | 34,983 | **51,884** | .090 | .325 | **.415** | 3 | 17,571 | .120 |
| New York | **12,588,066** | 29 | 88 | **117** | 3,538,006 | 2,982,641 | **6,520,647** | 6.494 | 9.115 | **15.609** | 24 | 5,824,590 | 9.090 |
| North Carolina | **3,170,276** | 9 | 26 | **35** | 177,548 | 160,788 | **338,336** | .570 | 1.090 | **1.660** | 11 | 227,191 | .905 |
| North Dakota | **680,845** | 2 | 9 | **11** | 24,199 | 45,379 | **69,578** | .090 | .345 | **.435** | 2 | 36,009 | .160 |
| Ohio | **6,646,697** | 11 | 102 | **113** | 410,667 | 1,764,495 | **2,175,162** | 1.128 | 6.217 | **7.345** | 20 | 988,928 | 2.460 |
| Oklahoma | **2,396,040** | 11 | 48 | **59** | 209,986 | 321,867 | **531,853** | .738 | 1.997 | **2.735** | 38 | 411,347 | 2.161 |
| Oregon | **953,786** | 7 | 19 | **26** | 116,793 | 229,707 | **346,500** | .460 | 1.010 | **1.470** | 9 | 314,130 | .790 |
| Pennsylvania | **9,631,350** | 32 | 116 | **148** | 939,872 | 2,109,436 | **3,049,308** | 3.192 | 6.965 | **10.157** | 14 | 1,604,940 | 3.455 |
| Rhode Island | **687,497** | 2 | 7 | **9** | 45,324 | 177,583 | **222,907** | .139 | .555 | **.694** | 2 | 94,251 | .240 |
| South Carolina | **1,738,765** | 6 | 9 | **15** | 82,453 | 58,753 | **141,206** | .295 | .346 | **.641** | 7 | 98,532 | .375 |
| South Dakota | **692,849** | 2 | 14 | **16** | 8,880 | 82,383 | **91,263** | .065 | .581 | **.646** | 3 | 30,364 | .180 |
| Tennessee | **2,616,556** | 6 | 20 | **26** | 239,833 | 298,311 | **538,144** | .592 | 1.084 | **1.676** | 9 | 358,859 | 1.010 |
| Texas | **5,824,715** | 26 | 94 | **120** | 444,375 | 776,555 | **1,220,930** | 1.535 | 3.880 | **5.415** | 62 | 945,304 | 4.230 |
| Utah | **507,847** | 2 | 5 | **7** | 46,639 | 67,718 | **114,357** | .105 | .290 | **.395** | 4 | 79,711 | .315 |
| Vermont | **359,611** | 2 | 7 | **9** | 28,488 | 29,769 | **58,257** | .125 | .183 | **.308** | .. | ..... | ..... |
| Virginia | **2,421,851** | 10 | 20 | **30** | 169,456 | 205,323 | **374,779** | .542 | .938 | **1.480** | 11 | 201,566 | .670 |
| Washington | **1,563,396** | 10 | 23 | **33** | 174,166 | 373,009 | **547,175** | .740 | 1.504 | **2.244** | 11 | 370,231 | 1.170 |
| West Virginia | **1,729,205** | 10 | 21 | **31** | 102,467 | 135,654 | **238,121** | .492 | .843 | **1.335** | 10 | 176,555 | .780 |
| Wisconsin | **2,939,006** | 2 | 39 | **41** | 89,904 | 572,370 | **662,274** | .190 | 2.278 | **2.468** | 6 | 387,083 | 1.010 |
| Wyoming | **225,565** | .. | 6 | **6** | ..... | 24,420 | **24,420** | .... | .251 | **.251** | 2 | 12,375 | .110 |
| Total of U. S. English-Language Daily Newspapers | **122,775,046** | 378 | 1,533 | **1,911** | 13,206,705 | 21,968,533 | **35,175,238** | $35.126 | $85.221 | **$120.347** | 506 | 24,040,630 | $60.535 |
| Territory of Hawaii | **368,336** | 2 | 2 | **4** | 15,487 | 23,479 | **38,966** | .110 | .115 | **.225** | 3 | 24,154 | .150 |
| For Comparative Purposes: | | | | | | | | | | | | | |
| Newspapers as of Oct. 1, 1932 | | 380 | 1,533 | **1,913** | 13,711,382 | 22,696,297 | **36,407,297** | $35.250 | $84.469 | **$119.719** | 518 | 24,859,888 | $61.330 |
| Newspapers as of Oct. 1, 1931 | | 384 | 1,539 | **1,923** | 14,342,790 | 24,418,397 | **38,761,187** | $36.821 | $86.637 | **$123.458** | 513 | 25,701,798 | $61.571 |
| Newspapers as of Oct. 1, 1930 | | 388 | 1,554 | **1,942** | 14,434,257 | 25,154,915 | **39,589,172** | $36.513 | $87.025 | **$123.538** | 521 | 26,413,047 | $62.342 |
| Newspapers as of Oct. 1, 1929 | | 381 | 1,563 | **1,944** | 14,448,878 | 24,976,737 | **39,425,615** | $36.903 | $86.407 | **$123.310** | 528 | 26,879,536 | $62.612 |

## READY RECKONER FOR DAILY NEWSPAPERS OF THE DOMINION OF CANADA

| Province | POPULATION 1931 CENSUS | Number of Daily Newspapers | | | Total Net Paid Circulations | | | Joint Minimum Advertising RATES | | | NUMBER SUNDAY NEWS-PAPERS | TOTAL SUNDAY CIRC. | JOINT SUNDAY ADV. RATES |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MORN. | EVE. | TOTAL | MORNING | EVENING | TOTAL | MORN. | EVENING | TOTAL | | | |
| Alberta | **731,605** | 1 | 5 | **6** | 9,933 | 77,207 | **87,140** | .070 | .320 | **.390** | .. | ..... | ..... |
| British Columbia | **694,263** | 3 | 8 | **11** | 14,132 | 159,706 | **173,838** | .115 | .510 | **.625** | 2 | 13,455 | .085 |
| Manitoba | **700,139** | 1 | 5 | **6** | 20,110 | 81,400 | **101,510** | .080 | .255 | **.355** | .. | ..... | ..... |
| New Brunswick | **408,219** | 2 | 4 | **6** | 16,127 | 21,172 | **37,299** | .085 | .125 | **.210** | .. | ..... | ..... |
| Nova Scotia | **512,846** | 2 | 7 | **9** | 38,301 | 48,799 | **87,100** | .125 | .237 | **.362** | .. | ..... | ..... |
| Ontario | **3,431,683** | 6 | 32 | **38** | 242,448 | 661,447 | **903,895** | .630 | 1.681 | **2.311** | 1 | 226,654 | .310 |
| Prince Edward Island | **88,038** | 1 | 1 | **2** | 6,020 | 3,705 | **9,725** | .030 | .020 | **.050** | .. | ..... | ..... |
| Quebec | **2,874,255** | 4 | 12 | **16** | 99,938 | 432,541 | **532,479** | .310 | 1.053 | **1.363** | .. | ..... | ..... |
| Saskatchewan | **921,785** | 3 | 5 | **8** | 17,253 | 47,854 | **65,107** | .120 | .200 | **.320** | .. | ..... | ..... |
| Total Canadian Dailies | **10,362,833** | 23 | 79 | **102** | 464,262 | 1,533,831 | **1,998,093** | $1.565 | $4.401 | **$5.966** | 3 | 240,109 | $0.395 |
| Canadian Dailies as of Oct. 1, 1932 | | 22 | 82 | **104** | 461,857 | 1,581,797 | **2,043,654** | $1.535 | $4.502 | **$6.037** | 5 | 348,233 | $0.625 |
| Canadian Dailies as of Oct. 1, 1931 | | 25 | 82 | **107** | 496,970 | 1,606,152 | **2,103,122** | $1.665 | $4.487 | **$6.152** | 5 | 432,029 | $0.575 |
| Canadian Dailies as of Oct. 1, 1930 | | 24 | 82 | **106** | 519,231 | 1,573,860 | **2,093,091** | $1.590 | $4.606 | **$6.196** | 5 | 377,853 | $0.575 |
| Canadian Dailies as of Oct. 1, 1929 | | 24 | 82 | **106** | 524,742 | 1,658,201 | **2,182,943** | $1.538 | $4.477 | **$6.015** | 4 | 315,254 | $0.659 |

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SCRIPPS-HOWARD NEWSPAPERS — New York World-Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, Baltimore (Md.) Post, Buffalo (N. Y.) Times, San Francisco (Cal.) News, Washington (D. C.) News, Indianapolis (Ind.) Times, Oklahoma City, Oklahoma News, Toledo (O.) News-Bee, Knoxville (Tenn.) News-Sentinel, Memphis (Tenn.) Press-Scimitar, Birmingham (Ala.) Post, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) State Tribune, San Diego (Cal.) Sun, Akron (O.) Times-Press, Youngstown (O.) Telegram, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. Robert P. Scripps, Pres., Roy W. Howard, chairman of the board, 250 Park ave., New York, N. Y.

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JAMES H. SKEWES NEWSPAPERS—Meridan (Miss.) Star, Laural (Miss.) Call-Leader, Perry (Okla.) Journal. James H. Skewes, Pres., Meridian, Miss.

S. L. SLOVER NEWSPAPERS—Richmond (Va.) Times-Dispatch, Norfolk (Va.) Ledger-Dispatch, Norfolk Virginia-Pilot, Petersburg (Va.) Progress-Index. S. L. Slover, Pres., Richmond, Va.

SOUTHERN OREGON PUB. CO. NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News, Medford (Ore.) Mail-Tribune.

STAUFFER PUBLICATIONS, INC. — Grand Island (Neb.) Independent, Arkansas City (Kan.) Traveler, Maryville (Mo.) Forum, Independent (Kan.) Reporter, Pittsburg (Kan.) Headlight and Sun, Shawnee (Okla.) News. Affiliated with this group are also Pocatello (Idaho) Tribune, Dodge City (Kan.) Globe, and Fort Collins (Colo.) Express-Courier. Oscar Stauffer, Pres., Arkansas City, Kan.

J. DAVID STERN NEWSPAPERS—New York Evening Post, Philadelphia Record, Camden (N. J.) Courier, Camden Post. J. David Stern, Pres., Philadelphia, Pa.

JOHN L. STEWART NEWSPAPERS—Washington (Pa.) Observer, Washington Reporter, Beaver Falls (Pa.) Tribune, Canonsburg (Pa.) Notes. John L. Stewart, Pres., Washington, Pa.

S. E. THOMASON NEWSPAPERS — Chicago Illustrated Daily Times, Tampa (Fla.) Tribune. S. E. Thomason, Pres.

FREDERICK I. THOMPSON NEWSPAPERS—Montgomery (Ala.) Journal & Times, Florence (Ala.) Times-News Sheffield (Ala.) Tri-Cities Daily. F. I. Thompson, Pres., Mobile, Ala.

WESTCHESTER NEWSPAPERS, INC.—Yonkers (N. Y.) Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen-Sentinel, Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard-Star, Mamaroneck (N. Y.) Times. J. Noel Macy, Pres., Yonkers, N. Y.

F. W. WOODWARD NEWSPAPERS—Dubuque (Ia.) Telegraph-Journal, Paducah (Ky.) Sun-Democrat. F. W. Woodward, Dubuque, Ia.

## BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

### MORNING NEWSPAPERS

| Period | No. of Papers | Total Net Paid Circulation | Total Agate Line Rate | Total Milline Rate | Difference in Rate per Line per Million Circulation as of Dec. 31, 1933 | | |
|---|---|---|---|---|---|---|---|
| 12/31/33 | 378 | 13,711,382 | $35.126 | $2.66 | ..... | .... | ..... |
| 12/31/32 | 380 | 13,711,382 | 35.250 | 2.57 | Increase | $0.09 | 3.50% |
| 12/31/31 | 384 | 14,342,790 | 36.821 | 2.57 | Increase | 0.09 | 3.50% |
| 12/31/30 | 388 | 14,434,257 | 36.513 | 2.52 | Increase | 0.14 | 5.56% |
| 12/31/29 | 381 | 14,448,878 | 36.903 | 2.55 | Increase | 0.11 | 4.31% |
| 12/31/28 | 397 | 13,995,104 | 35.301 | 2.52 | Increase | 0.14 | 5.56% |
| 12/31/27 | 411 | 14,145,823 | 35.628 | 2.52 | Increase | 0.14 | 5.56% |
| 12/31/26 | 425 | 13,335,796 | 34.311 | 2.57 | Increase | 0.09 | 3.50% |
| 12/31/25 | 427 | 12,440,387 | 33.195 | 2.66 | ..... | .... | ..... |
| 12/31/24 | 429 | 12,365,215 | 33.581 | 2.71 | Decrease | 0.05 | 1.85% |
| 12/31/23 | 426 | 11,475,071 | 30.651 | 2.70 | Decrease | 0.04 | 1.48% |
| 12/31/22 | 426 | 10,809,619 | 27.529 | 2.52 | Increase | 0.14 | 5.56% |

### EVENING NEWSPAPERS

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 12/31/33 | 1,533 | 21,968,533 | $85.221 | $3.87 | ..... | .... | ..... |
| 12/31/32 | 1,533 | 22,696,297 | 84.469 | 3.72 | Increase | $0.15 | 4.03% |
| 12/31/31 | 1,539 | 24,418,397 | 86.637 | 3.54 | Increase | 0.33 | 9.32% |
| 12/31/30 | 1,554 | 25,154,915 | 87.025 | 3.45 | Increase | 0.42 | 12.17% |
| 12/31/29 | 1,563 | 24,976,737 | 86.407 | 3.38 | Increase | 0.49 | 14.50% |
| 12/31/28 | 1,542 | 23,977,488 | 81.527 | 3.40 | Increase | 0.47 | 13.82% |
| 12/31/27 | 1,538 | 23,820,933 | 78.581 | 3.29 | Increase | 0.58 | 17.63% |
| 12/31/26 | 1,576 | 22,666,007 | 75.940 | 3.35 | Increase | 0.52 | 15.52% |
| 12/31/25 | 1,581 | 21,298,982 | 72.373 | 3.39 | Increase | 0.48 | 14.15% |
| 12/31/24 | 1,585 | 20,634,222 | 68.496 | 3.32 | Increase | 0.55 | 16.56% |
| 12/31/23 | 1,610 | 19,978,632 | 66.667 | 3.33 | Increase | 0.54 | 16.22% |
| 12/31/22 | 1,607 | 18,898,322 | 63.116 | 3.34 | Increase | 0.53 | 15.87% |

### SUNDAY NEWSPAPERS

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 12/31/33 | 506 | 24,040,630 | $60.535 | $2.51 | ..... | .... | ..... |
| 12/31/32 | 518 | 24,859,888 | 61.330 | 2.46 | Increase | $0.05 | 2.03% |
| 12/31/31 | 513 | 25,701,798 | 61.571 | 2.39 | Increase | 0.12 | 5.02% |
| 12/31/30 | 521 | 26,413,047 | 62.342 | 2.36 | Increase | 0.15 | 6.36% |
| 12/31/29 | 528 | 26,879,536 | 62 612 | 2.33 | Increase | 0.18 | 7.73% |
| 12/31/28 | 522 | 25,771,383 | 59.338 | 2.30 | Increase | 0.21 | 9.13% |
| 12/31/27 | 526 | 25,469,037 | 58.478 | 2.29 | Increase | 0.22 | 9.61% |
| 12/31/26 | 545 | 24,435,192 | 56.965 | 2.33 | Increase | 0.18 | 7.73% |
| 12/31/25 | 548 | 23,354,622 | 54.243 | 2.32 | Increase | 0.19 | 8.18% |
| 12/31/24 | 539 | 22,219,646 | 51.098 | 2.29 | Increase | 0.22 | 9.61% |
| 12/31/23 | 547 | 21,463,289 | 48.672 | 2.27 | Increase | 0.24 | 10.57% |
| 12/31/22 | 546 | 19,676,725 | 45.829 | 2.33 | Increase | 0.18 | 7.73% |

Note—The number of newspapers is counted as of December 31 for each year. The circulation figure is the total for the newspapers published as of that date, based upon their sworn statements to the Post Office and to the Audit Bureau of Circulations for the period ending Sept. 30. Advertising rates are the minimum in force on general advertising as of December 31.

# NEWSPAPER LINAGE, 23 CHIEF CITIES, 1925-1933

NEWSPAPERS issued in 23 leading cities of the United States published during 1933 a total of 745,764,483 agate lines, a decrease of 68,231,000 agate lines, or 8.3 per cent, from the amount published in these cities in 1932. The total for 1933 is the lowest noted since 1918 in this tabulation, which is the only continuous record of newspaper linage since 1914. The 1933 total is 42.3 per cent below the peak linage of 1929. Newspapers from which the 1933 totals are derived are as follows:

Atlanta Constitution, Atlanta Georgian-American, Atlanta Journal, Baltimore American, Baltimore News, Baltimore Sun, Baltimore Evening Sun, Baltimore Post, Birmingham Age-Herald, Birmingham News, Boston American, Boston Globe, Boston Herald-Traveler, Boston Post, Boston Transcript, Boston Record, Boston Sunday Advertiser, Buffalo Courier-Express, Buffalo News, Buffalo Times, Chicago American, Chicago Daily News, Chicago Herald & Examiner, Chicago Illustrated Times, Chicago Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Journal-Post, Kansas City Star & Times, Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles Record, Los Angeles Illustrated News, Los Angeles Times, Milwaukee Journal, Milwaukee Leader, Milwaukee Sentinel, Milwaukee Wisconsin News, Minneapolis Journal, Minneapolis Tribune, Minneapolis Star, New Orleans Item-Tribune, New Orleans States, New Orleans Times-Picayune, New York American, New York Mirror, New York News, New York Evening Post, New York Sun, New York World-Telegram, New York Times, New York Herald Tribune, New York Bronx Home News, Brooklyn Eagle, Brooklyn Times-Union, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Public Ledger, Philadelphia Evening Ledger, Philadelphia News, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, Portland News-Telegram, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star-Times, St. Paul Dispatch, St. Paul Pioneer Press, St. Paul Daily News, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Bulletin, Washington Herald, Washington Post, Washington Star, Washington News, and Washington Times.

## 1933

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta | 1,277,154 | 1,424,244 | 1,458,258 | 1,687,451 | 1,706,544 | 1,666,399 | 1,478,570 | 1,757,341 | 1,880,852 | 2,000,358 | 1,904,144 | 1,922,758 | 20,164,073 |
| Baltimore | 2,388,372 | 2,265,393 | 2,448,792 | 2,908,442 | 3,005,165 | 3,045,672 | 2,380,252 | 2,567,015 | 2,838,416 | 3,481,869 | 3,251,604 | 3,167,126 | 33,748,118 |
| Birmingham | 894,868 | 882,859 | 977,610 | 995,685 | 1,079,184 | 1,097,699 | 991,157 | 1,048,607 | 1,217,653 | 1,338,499 | 1,265,732 | 1,234,752 | 12,993,705 |
| Boston | 3,928,509 | 3,213,257 | 3,417,381 | 4,259,740 | 4,528,617 | 4,346,260 | 3,350,398 | 3,860,020 | 4,658,091 | 5,334,913 | 4,960,210 | 4,678,021 | 50,535,417 |
| Buffalo | 1,550,449 | 1,446,470 | 1,518,966 | 1,946,176 | 2,068,347 | 1,984,358 | 1,474,907 | 1,683,985 | 1,899,945 | 2,215,061 | 2,099,879 | 1,943,103 | 21,831,646 |
| Chicago | 3,438,610 | 3,155,147 | 3,429,811 | 4,460,276 | 4,326,745 | 4,266,144 | 3,453,301 | 3,857,623 | 4,456,588 | 5,664,632 | 4,281,704 | 4,216,428 | 48,989,009 |
| Cincinnati | 1,808,606 | 1,677,670 | 1,635,364 | 2,083,955 | 2,323,384 | 2,159,223 | 1,776,799 | 1,862,410 | 1,990,277 | 2,496,462 | 2,272,202 | 2,188,906 | 24,377,258 |
| Cleveland | 1,588,634 | 1,652,888 | 1,508,860 | 2,054,493 | 2,274,264 | 2,179,416 | 1,960,924 | 1,980,513 | 2,181,758 | 2,502,335 | 2,455,881 | 2,366,591 | 24,906,609 |
| Detroit | 2,228,854 | 1,743,897 | 1,740,919 | 2,388,327 | 2,737,051 | 2,695,462 | 1,983,766 | 2,312,171 | 2,734,086 | 2,869,641 | 2,864,554 | 2,994,240 | 29,393,868 |
| Houston | 1,590,571 | 1,232,688 | 1,467,961 | 1,692,428 | 1,645,894 | 1,589,139 | 1,346,011 | 1,395,289 | 1,688,763 | 1,721,672 | 1,752,848 | 1,816,078 | 18,849,342 |
| Indianapolis | 1,604,926 | 1,607,746 | 1,608,172 | 2,037,215 | 2,075,723 | 2,028,730 | 1,758,193 | 1,823,453 | 2,081,869 | 2,230,404 | 2,245,328 | 2,307,122 | 23,408,881 |
| Kansas City | 1,786,438 | 1,792,683 | 1,820,892 | 2,195,736 | 2,005,628 | 1,999,458 | 1,797,014 | 1,960,948 | 2,044,345 | 2,430,821 | 2,369,701 | 2,182,642 | 24,386,306 |
| Los Angeles | 2,951,631 | 2,690,151 | 2,556,533 | 2,997,407 | 3,088,543 | 3,088,946 | 2,948,976 | 3,125,243 | 3,045,568 | 3,362,436 | 3,255,389 | 3,026,899 | 36,037,722 |
| Milwaukee | 1,564,293 | 1,512,100 | 1,725,038 | 2,307,512 | 2,220,254 | 2,101,457 | 1,739,499 | 1,970,483 | 2,373,112 | 2,641,960 | 2,515,935 | 2,296,463 | 24,988,106 |
| Minneapolis | 1,598,094 | 1,407,126 | 1,694,515 | 2,053,747 | 2,078,139 | 1,874,525 | 1,472,462 | 1,768,345 | 2,029,566 | 2,088,574 | 2,060,351 | 1,907,411 | 24,902,669 |
| New Orleans | 2,193,237 | 1,944,254 | 1,890,874 | 2,396,478 | 2,737,019 | 2,484,562 | 1,983,766 | 2,312,171 | 2,734,086 | 2,869,641 | 2,864,554 | 2,463,476 | 28,549,949 |
| New York | 8,480,226 | 7,696,230 | 8,213,822 | 9,416,456 | 9,723,954 | 9,892,780 | 7,150,906 | 7,455,974 | 10,289,101 | 11,833,440 | 10,816,230 | 8,840,133 | 109,801,252 |
| Philadelphia | 4,264,624 | 3,708,602 | 4,057,673 | 4,574,236 | 4,706,453 | 4,816,764 | 3,662,348 | 3,764,567 | 4,614,580 | 5,804,600 | 5,468,352 | 4,924,460 | 54,367,259 |
| Portland, Ore. | 1,253,090 | 1,194,810 | 1,208,214 | 1,442,054 | 1,371,931 | 1,374,122 | 1,340,131 | 1,391,135 | 1,422,510 | 1,674,823 | 1,555,983 | 1,495,119 | 16,723,922 |
| St. Louis | 2,051,915 | 2,044,467 | 2,099,167 | 2,584,623 | 2,414,241 | 2,318,139 | 1,893,186 | 2,239,795 | 2,436,164 | 2667,702 | 2,611,557 | 2,377,520 | 27,738,476 |
| St. Paul | 1,411,820 | 1,303,877 | 1,604,740 | 1,791,130 | 1,788,655 | 1,531,185 | 1,296,896 | 1,571,009 | 1,781,016 | 1,794,924 | 1,753,187 | 1,733,181 | 19,421,610 |
| San Francisco | 2,296,256 | 2,085,399 | 2,112,557 | 2,569,365 | 2,698,619 | 2,594,535 | 2,404,486 | 2,573,519 | 2,595,110 | 3,077,961 | 2,802,587 | 2,546,187 | 30,356,591 |
| Washington | 2,977,551 | 2,803,569 | 3,147,843 | 3,469,422 | 3,659,978 | 3,843,501 | 3,104,967 | 3,297,503 | 3,715,955 | 4,120,561 | 3,959,493 | 4,091,311 | 42,182,174 |
| Monthly totals | 55,458,018 | 50,521,447 | 53,403,962 | 64,297,324 | 65,010,572 | 64,978,773 | 52,970,546 | 57,659,991 | 66,555,088 | 76,321,913 | 71,093,312 | 66,619,927 | 745,782,483 |

## 1932

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta | 1,783,535 | 1,839,100 | 2,132,178 | 1,968,657 | 2,018,041 | 1,728,128 | 1,590,266 | 1,582,434 | 1,854,968 | 1,960,810 | 1,682,510 | 1,530,315 | 21,580,940 |
| Baltimore | 2,900,600 | 2,861,102 | 3,222,748 | 3,326,664 | 3,299,875 | 3,253,772 | 2,474,853 | 2,311,992 | 2,950,791 | 3,515,225 | 3,194,131 | 3,086,656 | 36,591,209 |
| Birmingham | 1,209,728 | 1,390,453 | 1,586,546 | 1,480,160 | 1,427,610 | 1,504,717 | 1,103,250 | 1,142,396 | 1,187,950 | 1,192,592 | 1,232,597 | 1,084,776 | 15,529,365 |
| Boston | 5,262,621 | 4,385,279 | 5,090,959 | 5,296,149 | 5,415,471 | 5,062,659 | 3,598,699 | 3,779,263 | 4,759,956 | 5,504,825 | 4,830,150 | 4,601,017 | 57,488,352 |
| Buffalo | 2,059,970 | 1,965,584 | 2,260,517 | 2,359,000 | 2,206,900 | 2,011,952 | 1,555,584 | 1,491,063 | 2,070,723 | 2,164,333 | 1,989,328 | 1,889,973 | 24,024,827 |
| Chicago | 4,266,160 | 4,083,482 | 4,928,145 | 5,006,463 | 5,340,636 | 4,915,213 | 3,190,133 | 3,330,236 | 4,199,612 | 4,712,873 | 4,026,009 | 3,788,438 | 50,787,400 |
| Cincinnati | 2,371,814 | 2,172,915 | 2,357,513 | 2,464,555 | 2,440,485 | 2,195,669 | 1,741,439 | 1,653,801 | 1,951,048 | 2,390,079 | 2,230,412 | 2,229,500 | 26,179,030 |
| Cleveland | 2,374,299 | 2,359,723 | 2,697,820 | 2,570,828 | 2,313,155 | 2,142,656 | 1,636,940 | 1,657,512 | 2,198,414 | 2,429,499 | 2,169,446 | 2,052,646 | 26,523,038 |
| Detroit | 2,959,437 | 2,924,754 | 3,277,961 | 3,244,423 | 3,282,137 | 3,083,137 | 2,551,847 | 2,319,158 | 2,638,478 | 2,889,408 | 2,728,622 | 2,660,915 | 34,351,277 |
| Houston | 1,821,747 | 1,795,356 | 2,032,696 | 1,927,967 | 2,090,944 | 1,766,840 | 1,512,580 | 1,564,521 | 1,691,969 | 1,827,588 | 1,766,558 | 1,773,641 | 21,310,171 |
| Indianapolis | 2,072,415 | 1,999,978 | 2,217,336 | 2,254,944 | 2,072,381 | 2,088,249 | 1,834,883 | 1,851,526 | 1,863,904 | 2,120,998 | 1,955,141 | 2,064,542 | 23,746,097 |
| Kansas City | 2,229,000 | 2,447,144 | 2,120,617 | 2,392,022 | 2,272,778 | 1,848,145 | 1,359,487 | 2,081,612 | 2,370,165 | 2,203,582 | 1,737,605 | 25,781,814 |
| Los Angeles | 4,115,735 | 3,797,089 | 4,132,533 | 3,822,934 | 3,735,623 | 3,453,830 | 3,376,114 | 3,241,846 | 3,363,756 | 3,518,708 | 3,240,375 | 3,003,213 | 42,801,756 |
| Milwaukee | 2,198,348 | 2,152,499 | 2,487,398 | 2,637,031 | 2,417,834 | 2,301,765 | 1,801,037 | 1,609,948 | 2,079,485 | 2,305,597 | 2,165,140 | 2,041,343 | 26,197,425 |
| Minneapolis | 2,331,936 | 1,977,230 | 2,268,591 | 2,442,390 | 2,250,849 | 2,146,627 | 1,491,431 | 1,703,413 | 2,164,275 | 2,121,947 | 1,983,881 | 1,778,302 | 24,660,872 |
| New Orleans | 2,658,742 | 2,478,864 | 2,901,298 | 2,655,026 | 2,744,426 | 2,438,325 | 2,352,699 | 2,225,361 | 2,567,146 | 3,152,508 | 2,863,153 | 2,848,191 | 31,641,153 |
| New York | 11,387,509 | 10,323,291 | 11,231,198 | 10,418,596 | 10,626,281 | 10,112,037 | 6,990,444 | 7,023,375 | 10,173,220 | 11,430,398 | 10,403,722 | 9,749,164 | 119,939,235 |
| Philadelphia | 4,909,316 | 4,535,115 | 5,087,998 | 5,012,612 | 5,044,399 | 4,843,940 | 3,542,274 | 3,507,246 | 4,594,327 | 5,821,853 | 5,466,419 | 4,925,328 | 57,050,827 |
| Portland, Ore. | 1,635,901 | 1,635,586 | 1,799,256 | 1,721,456 | 1,766,013 | 1,607,713 | 1,331,439 | 1,267,898 | 1,426,604 | 1,696,761 | 1,421,087 | 1,268,815 | 18,585,339 |
| St. Louis | 2,553,984 | 2,540,818 | 3,109,146 | 2,882,767 | 2,653,727 | 1,878,649 | 1,835,413 | 2,187,882 | 2,725,028 | 2,652,577 | 2,495,840 | 31,065,081 |
| St. Paul | 1,797,586 | 1,850,599 | 2,065,252 | 2,195,138 | 1,995,042 | 1,780,562 | 1,356,236 | 1,461,124 | 1,843,016 | 1,959,860 | 1,717,730 | 1,590,526 | 21,522,662 |
| San Francisco | 3,168,195 | 2,876,703 | 3,155,546 | 3,036,642 | 3,189,157 | 2,691,296 | 2,538,430 | 2,503,387 | 2,520,180 | 2,787,609 | 2,622,513 | 2,311,507 | 33,527,165 |
| Washington | 3,587,735 | 3,491,010 | 3,828,664 | 3,748,298 | 3,920,386 | 3,731,977 | 2,972,784 | 2,932,990 | 3,575,509 | 4,018,244 | 3,641,370 | 3,657,120 | 43,106,087 |
| Monthly totals | 71,877,313 | 67,985,148 | 76,227,787 | 74,582,888 | 73,869,204 | 69,626,769 | 53,775,736 | 53,026,390 | 66,091,425 | 74,595,828 | 68,136,953 | 63,969,173 | 813,764,714 |

## 1931

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta | 1,951,016 | 2,152,459 | 2,615,091 | 2,596,058 | 2,632,974 | 2,310,994 | 1,994,434 | 2,080,618 | 2,159,928 | 2,496,693 | 2,306,363 | 2,194,454 | 27,491,112 |
| Baltimore | 3,122,570 | 3,107,281 | 3,911,733 | 3,918,423 | 3,997,028 | 3,617,288 | 3,150,168 | 3,096,981 | 3,489,642 | 4,050,875 | 5,794,781 | 3,456,395 | 42,668,975 |
| Birmingham | 1,705,934 | 1,961,490 | 2,003,511 | 1,937,098 | 1,942,827 | 1,809,715 | 1,652,836 | 1,573,438 | 1,712,326 | 1,774,938 | 1,584,548 | 1,584,863 | 21,003,584 |
| Boston | 5,631,792 | 4,882,794 | 6,485,462 | 6,472,481 | 6,581,548 | 5,726,195 | 4,358,599 | 4,455,132 | 5,563,118 | 6,436,698 | 6,122,716 | 5,781,467 | 68,198,002 |
| Buffalo | 2,113,157 | 2,081,567 | 2,784,542 | 2,899,892 | 2,729,503 | 2,469,606 | 1,978,389 | 1,979,960 | 2,399,023 | 2,742,555 | 2,759,371 | 2,339,618 | 29,204,583 |
| Chicago | 5,261,991 | 4,834,356 | 6,159,475 | 6,417,839 | 5,971,521 | 5,271,774 | 4,417,110 | 4,267,876 | 4,684,008 | 5,835,961 | 5,291,022 | 4,876,652 | 63,283,195 |
| Cincinnati | 2,714,637 | 2,586,641 | 3,279,875 | 3,291,703 | 3,186,027 | 2,697,653 | 2,233,459 | 2,229,476 | 2,507,115 | 2,904,508 | 2,767,451 | 2,732,943 | 33,131,285 |
| Cleveland | 2,812,781 | 2,744,025 | 3,485,407 | 3,264,687 | 2,873,050 | 2,715,223 | 2,584,675 | 2,262,467 | 3,445,605 | 3,078,445 | 2,813,645 | 2,813,645 | 36,561,335 |
| Detroit | 3,455,008 | 3,433,937 | 4,378,592 | 4,299,362 | 4,218,198 | 3,564,412 | 2,818,351 | 2,902,719 | 3,261,044 | 3,714,672 | 3,486,033 | 3,418,836 | 42,951,144 |
| Houston | 2,419,904 | 2,261,770 | 2,916,539 | 2,915,273 | 3,119,297 | 2,716,655 | 2,512,397 | 2,256,398 | 2,433,353 | 2,548,678 | 2,558,550 | 2,682,155 | 31,340,969 |
| Indianapolis | 2,238,869 | 2,280,248 | 2,664,492 | 2,681,765 | 2,648,363 | 2,424,545 | 2,137,950 | 1,968,816 | 2,19[illegible]57 | 2,661,990 | 2,445,455 | 2,430,348 | 28,775,798 |
| Kansas City | 2,326,143 | 2,438,265 | 2,899,483 | 2,366,946 | 2,942,531 | 2,648,560 | 2,353,019 | 2,333,438 | 2[illegible]252 | 2,691,273 | 2,717,555 | 2,523,976 | 30,654,441 |
| Los Angeles | 5,200,206 | 4,759,725 | 5,728,143 | 5,276,105 | 5,356,602 | 5,027,392 | 4,751,459 | 4,680,669 | 4,5[illegible]2,730 | 5,080,187 | 4,904,350 | 4,274,509 | 59,553,347 |
| Milwaukee | 2,490,406 | 2,454,934 | 3,142,170 | 3,312,031 | 3,342,869 | 2,815,271 | 2,340,527 | 2,292,606 | 2,829,533 | 2,297,083 | 2,835,132 | 2,716,881 | 33,838,233 |
| Minneapolis | 2,584,801 | 2,318,060 | 2,908,673 | 2,885,482 | 2,846,105 | 2,602,121 | 2,248,188 | 2,225,544 | 2,669,192 | 2,867,554 | 2,632,987 | 2,472,971 | 31,191,483 |
| New Orleans | 2,941,151 | 2,544,828 | 3,243,518 | 2,926,931 | 3,019,329 | 2,826,544 | 2,619,862 | 2,710,995 | 2,880,834 | 3,362,646 | 3,308,236 | 3,296,328 | 35,345,872 |
| New York | 13,550,318 | 11,596,936 | 13,964,274 | 13,495,282 | 13,553,283 | 12,462,458 | 9,091,169 | 9,354,522 | 12,893,788 | 14,722,291 | 13,290,082 | 12,323,693 | 149,298,126 |
| Philadelphia | 5,379,805 | 4,856,851 | 6,054,524 | 6,052,167 | 6,058,982 | 5,600,166 | 4,439,022 | 4,121,8[illegible]6 | 5,185,937 | 6,485,336 | 5,759,801 | 5,293,251 | 65,287,708 |
| Portland, Ore. | 2,233,591 | 2,324,050 | 2,662,296 | 2,571,257 | 2,284,749 | 2,073,707 | 1,915,392 | 1,915,428 | 1,928,478 | 2,163,481 | 1,894,003 | 1,866,110 | 23,823,642 |
| St. Louis | 2,882,401 | 3,087,159 | 3,691,604 | 3,717,449 | 3,593,889 | 3,134,925 | 2,518,349 | 2,6[illegible]3,149 | 2,975,927 | 3,316,814 | 3,435,133 | 3,222,314 | 38,212,133 |
| St. Paul | 1,951,126 | 2,150,127 | 2,479,824 | 2,521,596 | 2,326,016 | 2,064,020 | 1,804,046 | 1,9[illegible]6,540 | 2,142,770 | 2,347,184 | 2,212,692 | 2,013,202 | 25,936,063 |
| San Francisco | 3,296,402 | 3,268,771 | 3,901,466 | 3,786,622 | 3,839,964 | 3,386,025 | 3,335,088 | 3,437,964 | 3,224,051 | 3,739,795 | 3,547,552 | 3,234,355 | 41,968,995 |
| Washington | 3,463,960 | 3,463,546 | 4,459,951 | 4,222,344 | 4,487,304 | 4,063,604 | 3,485,132 | 3,439,442 | 3,965,888 | 4,720,172 | 4,466,751 | 4,351,236 | 48,590,330 |
| Monthly totals | 80,428,591 | 77,289,213 | 95,774,983 | 93,955,911 | 93,992,392 | 84,186,083 | 70,868,149 | 70,489,952 | 81,301,361 | 93,267,789 | 86,197,929 | 81,926,102 | 1,010,609,455 |

## 1930

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta | 2,470,272 | 2,611,015 | 3,083,384 | 3,004,193 | 2,851,812 | 2,538,468 | 2,143,247 | 2,173,520 | 2,481,746 | 2,686,072 | 2,524,998 | 2,352,815 | 30,921,542 |
| Baltimore | 3,698,383 | 3,360,659 | 4,215,301 | 4,318,668 | 4,236,526 | 3,787,811 | 3,207,245 | 3,175,441 | 3,885,831 | 4,486,558 | 4,025,407 | 3,603,151 | 46,001,181 |
| Birmingham | 2,[illegible]99 | 2,207,443 | 2,591,107 | 2,551,480 | 2,505,587 | 2,145,209 | 1,900,794 | 1,917,507 | 2,263,028 | 2,406,030 | 2,099,688 | 1,921,607 | 26,732,676 |
| Boston | 6,572,649 | 5,272,532 | 5,524,953 | 5,822,021 | 5,828,747 | 4,917,236 | 3,714,339 | 3,786,565 | 5,160,179 | 6,781,491 | 6,285,715 | 6,199,552 | 67,906,353 |
| Buffalo | 2,647,034 | 2,426,965 | 3,111,115 | 3,439,927 | 3,234,494 | 2,706,928 | 2,114,518 | 1,930,976 | 2,705,047 | 3,183,252 | 2,746,476 | 2,639,417 | 32,895,149 |
| Chicago | 6,331,275 | 5,826,202 | 6,941,114 | 7,702,056 | 7,077,014 | 6,347,354 | 4,986,644 | 5,603,303 | 6,100,930 | 6,833,711 | 6,479,859 | 5,559,606 | 75,769,068 |
| Cincinnati | 3,238,118 | 3,093,760 | 3,623,472 | 3,664,868 | 3,682,974 | 3,263,461 | 2,671,843 | 2,540,443 | 3,100,584 | 3,653,414 | 3,289,288 | 2,988,667 | 38,810,892 |
| Cleveland | 3,293,361 | 3,003,964 | 3,618,791 | 3,947,067 | 3,892,910 | 3,438,171 | 2,706,523 | 2,497,951 | 3,219,314 | 3,625,128 | 3,149,523 | 2,972,961 | 39,365,664 |
| Detroit | 4,461,832 | 4,104,670 | 4,738,209 | 5,004,747 | 4,911,061 | 4,365,595 | 3,347,047 | 3,271,442 | 4,169,776 | 4,404,707 | 3,927,118 | 3,643,203 | 50,339,407 |
| Houston | 2,562,430 | 2,508,215 | 3,215,832 | 3,167,932 | 3,101,104 | 2,778,090 | 2,558,879 | 2,289,029 | 3,020,517 | 3,090,280 | 2,927,678 | 3,043,633 | 34,263,619 |
| Indianapolis | 2,450,788 | 2,433,608 | 2,811,682 | 2,981,396 | 2,935,357 | 2,627,973 | 2,250,887 | 2,055,884 | 2,526,051 | 2,990,622 | 2,558,068 | 2,749,342 | 30,882,900 |
| Kansas City | 2,655,540 | 2,793,653 | 3,360,160 | 3,468,452 | 3,453,922 | 3,057,116 | 2,590,196 | 2,476,780 | 2,867,404 | 3,069,467 | 2,944,537 | 2,754,814 | 35,492,041 |
| Los Angeles | 5,802,627 | 5,522,397 | 6,078,583 | 5,878,574 | 6,050,663 | 5,602,360 | 4,932,552 | 4,744,936 | 5,308,281 | 5,945,412 | 5,368,902 | 4,827,043 | 66,062,340 |
| Milwaukee | 2,761,955 | 2,496,964 | 3,136,768 | 3,317,016 | 3,448,012 | 2,933,158 | 2,193,266 | 2,191,128 | 2,770,130 | 3,125,013 | 2,854,690 | 2,661,092 | 33,889,192 |
| Minneapolis | 2,786,542 | 2,453,371 | 2,926,895 | 3,250,979 | 3,111,875 | 2,732,964 | 2,286,878 | 2,250,380 | 2,990,851 | 3,186,570 | 2,845,581 | 2,718,873 | 33,541,759 |
| New Orleans | 3,198,734 | 2,948,678 | 3,619,192 | 3,586,239 | 3,587,802 | 3,057,911 | 2,711,980 | 2,633,529 | 3,040,297 | 3,483,568 | 3,497,820 | 3,249,955 | 37,615,705 |
| New York | 13,931,034 | 12,073,602 | 14,821,973 | 14,762,327 | 14,587,907 | 13,796,228 | 9,714,319 | 10,110,517 | 13,801,527 | 15,591,946 | 14,324,658 | 12,997,012 | 160,513,048 |
| Philadelphia | 5,934,183 | 5,325,485 | 6,432,863 | 6,644,555 | 6,698,871 | 6,085,473 | 4,781,875 | 4,348,929 | 5,929,912 | 6,936,815 | 6,314,436 | 5,629,214 | 71,098,611 |
| Portland, Ore. | 2,435,626 | 2,566,558 | 3,136,638 | 2,971,356 | 3,069,252 | 2,709,411 | 2,515,108 | 2,350,944 | 2,634,511 | 2,983,471 | 2,617,856 | 2,437,311 | 32,428,042 |
| St. Louis | 3,320,014 | 3,436,646 | 4,060,652 | 4,330,804 | 4,063,205 | 3,590,345 | 2,805,920 | 2,656,928 | 3,603,270 | 3,763,441 | 3,413,331 | 3,270,417 | 42,314,973 |
| St. Paul | 2,205,225 | 2,243,181 | 2,615,431 | 2,591,801 | 2,602,964 | 2,179,169 | 1,839,524 | 1,925,684 | 2,422,638 | 2,675,596 | 2,276,176 | 2,120,523 | 27,697,912 |
| San Francisco | 3,965,989 | 3,812,480 | 4,342,412 | 4,287,484 | 4,332,179 | 3,800,092 | 3,495,221 | 3,556,178 | 3,746,137 | 4,097,078 | 3,800,275 | 3,177,822 | 46,353,347 |
| Washington | 3,694,511 | 3,506,139 | 4,274,138 | 4,239,993 | 4,566,101 | 3,984,532 | 3,263,329 | 3,163,754 | 4,171,784 | 4,779,918 | 4,362,692 | 4,220,279 | 48,227,170 |
| Monthly totals | 92,561,721 | 87,007,895 | 102,280,645 | 104,934,646 | 103,830,339 | 92,505,057 | 74,732,114 | 73,674,348 | 92,922,745 | 103,580,000 | 94,634,772 | 86,468,309 | 1,109,132,591 |

## 1929

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta .... | 2,792,184 | 2,680,119 | 3,265,118 | 3,052,002 | 2,285,200 | 2,964,077 | 2,522,843 | 2,696,508 | 2,978,229 | 3,482,394 | 3,001,425 | 3,090,822 | 35,810,921 |
| Baltimore .. | 4,868,781 | 3,495,519 | 4,200,239 | 4,207,586 | 4,307,241 | 3,887,162 | 3,381,997 | 3,264,751 | 4,272,131 | 5,168,993 | 4,530,021 | 4,079,824 | 48,664,245 |
| Birmingham . | 2,498,533 | 2,538,852 | 3,042,663 | 2,691,280 | 3,110,840 | 2,630,332 | 2,290,016 | 2,362,950 | 2,730,673 | 3,077,340 | 2,697,534 | 2,580,620 | 32,251,363 |
| Boston ..... | 6,520,482 | 5,474,091 | 7,760,242 | 7,133,309 | 7,756,197 | 6,840,665 | 5,112,872 | 5,341,938 | 7,031,954 | 8,362,633 | 7,540,853 | 5,830,516 | 80,705,752 |
| Buffalo ..... | 3,208,499 | 2,966,748 | 3,791,086 | 3,898,521 | 4,030,569 | 3,495,108 | 2,855,265 | 2,853,530 | 3,708,888 | 4,043,983 | 3,757,797 | 3,220,688 | 41,890,552 |
| Chicago ..... | 7,258,731 | 6,447,708 | 8,686,336 | 8,377,070 | 8,401,931 | 7,368,821 | 5,954,566 | 5,961,514 | 7,772,520 | 8,878,152 | 7,135,477 | 7,036,863 | 89,299,789 |
| Cincinnati .. | 3,540,912 | 3,311,746 | 4,060,032 | 3,958,297 | 4,123,680 | 3,568,945 | 3,138,802 | 3,065,852 | 3,629,707 | 4,126,369 | 3,763,900 | 3,700,738 | 43,988,980 |
| Cleveland ... | 3,573,217 | 3,298,723 | 3,987,686 | 4,015,640 | 4,237,363 | 3,767,889 | 7,490,374 | 3,311,952 | 3,927,972 | 4,422,155 | 4,102,866 | 3,515,427 | 49,651,264 |
| Detroit ..... | 4,920,429 | 4,656,426 | 6,105,820 | 5,923,948 | 6,246,567 | 4,972,427 | 4,398,612 | 4,441,285 | 5,552,631 | 6,181,140 | 5,623,383 | 4,895,730 | 63,918,368 |
| Houston .... | 2,758,327 | 2,597,669 | 3,425,218 | 3,282,466 | 3,461,617 | 3,172,772 | 2,835,387 | 2,838,200 | 3,430,019 | 3,513,388 | 3,442,163 | 3,641,862 | 38,359,088 |
| Indianapolis.. | 2,770,898 | 2,751,410 | 3,279,986 | 3,322,242 | 3,558,145 | 3,257,428 | 2,905,098 | 2,842,021 | 3,190,441 | 3,568,586 | 3,367,052 | 3,078,018 | 37,891,325 |
| Kansas City. | 2,804,114 | 2,947,791 | 3,460,613 | 3,339,519 | 3,684,962 | 3,539,539 | 3,068,671 | 3,076,090 | 3,579,668 | 3,822,905 | 3,638,924 | 3,291,205 | 40,254,001 |
| Los Angeles. | 6,373,309 | 5,952,706 | 6,839,591 | 6,654,408 | 6,893,341 | 6,429,070 | 5,615,735 | 5,599,324 | 6,597,101 | 7,014,263 | 6,557,380 | 5,901,000 | 76,427,228 |
| Milwaukee .. | 2,849,228 | 2,627,024 | 3,524,772 | 3,383,470 | 2,880,252 | 3,232,857 | 2,600,594 | 2,633,303 | 3,427,210 | 4,909,658 | 3,578,359 | 2,946,677 | 38,593,404 |
| Minneapolis.. | 2,805,955 | 2,713,762 | 3,162,380 | 3,342,068 | 3,370,601 | 2,987,273 | 2,565,858 | 2,729,417 | 3,455,976 | 3,576,583 | 3,415,938 | 3,016,222 | 37,142,033 |
| New Orleans. | 3,475,592 | 3,163,838 | 4,257,125 | 3,794,132 | 3,926,151 | 3,552,349 | 3,058,666 | 3,105,993 | 3,447,836 | 2,755,540 | 3,858,459 | 4,086,765 | 43,414,346 |
| New York... | 15,484,247 | 13,488,068 | 16,556,545 | 15,909,215 | 16,536,107 | 14,959,736 | 11,373,696 | 11,513,131 | 16,374,657 | 18,022,476 | 15,909,371 | 14,789,152 | 180,916,301 |
| Philadelphia. | 6,647,870 | 5,988,829 | 7,271,093 | 7,097,348 | 7,620,893 | 6,831,180 | 5,417,122 | 5,119,879 | 6,948,284 | 8,014,195 | 7,047,851 | 6,366,261 | 80,370,805 |
| Portland, Ore. | 2,511,161 | 2,351,421 | 3,097,837 | 2,990,649 | 3,197,030 | 2,790,877 | 2,537,978 | 6,754,458 | 3,002,250 | 3,319,691 | 3,085,767 | 2,942,459 | 38,491,580 |
| St. Louis.... | 3,752,144 | 3,852,700 | 4,716,638 | 4,445,950 | 4,711,633 | 4,248,645 | 3,468,176 | 3,520,051 | 4,552,296 | 4,806,972 | 4,323,783 | 4,061,760 | 50,460,748 |
| St. Paul..... | 2,284,146 | 2,456,636 | 2,624,446 | 2,757,378 | 2,813,636 | 6,025,052 | 4,675,545 | 2,287,190 | 2,697,507 | 3,057,959 | 2,832,873 | 2,450,196 | 36,962,564 |
| San Francisco | 4,329,285 | 4,004,235 | 4,990,210 | 4,844,827 | 5,120,914 | 4,487,397 | 4,075,220 | 4,584,801 | 4,374,886 | 4,893,678 | 4,502,784 | 4,071,879 | 54,280,116 |
| Washington.. | 2,896,397 | 3,794,800 | 4,766,605 | 4,501,060 | 4,678,266 | 4,307,136 | 3,366,167 | 3,550,728 | 4,564,671 | 5,311,207 | 4,717,052 | 4,548,429 | 51,002,518 |
| Monthly totals | 99,924,441 | 93,559,557 | 116,782,281 | 112,920,367 | 117,953,126 | 109,316,737 | 89,093,425 | 93,452,965 | 111,247,409 | 115,310,180 | 112,431,012 | 103,137,113 | 1,292,745,591 |

## 1928

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta .... | 2,609,470 | 2,610,820 | 3,084,970 | 8,127,092 | 3,009,134 | 2,776,962 | 2,366,080 | 2,694,098 | 2,755,570 | 3,110,379 | 3,212,891 | 3,019,961 | 39,377,727 |
| Baltimore ... | 3,845,605 | 3,587,551 | 4,232,876 | 4,212,450 | 4,382,435 | 4,060,025 | 3,372,244 | 3,312,972 | 3,856,268 | 4,494,836 | 4,424,562 | 3,948,374 | 47,730,198 |
| Birmingham. | 2,406,502 | 2,508,366 | 2,956,898 | 2,932,888 | 2,896,698 | 2,642,378 | 2,448,502 | 2,553,138 | 2,685,760 | 2,949,268 | 2,931,544 | 2,738,162 | 32,640,104 |
| Boston ..... | 6,224,788 | 5,222,270 | 6,482,346 | 6,563,872 | 6,645,126 | 6,294,422 | 4,753,271 | 4,090,114 | 5,306,992 | 5,925,065 | 5,972,745 | 5,895,025 | 69,376,206 |
| Buffalo ..... | 2,840,843 | 2,736,277 | 3,618,201 | 3,628,242 | 3,700,222 | 3,300,952 | 2,645,538 | 2,724,909 | 3,402,875 | 4,085,298 | 4,243,492 | 3,794,638 | 40,721,487 |
| Chicago ..... | 6,944,166 | 6,541,536 | 7,924,647 | 8,160,180 | 7,729,542 | 7,178,076 | 5,686,086 | 6,271,917 | 7,336,486 | 8,412,972 | 8,146,329 | 7,795,341 | 88,117,278 |
| Cincinnati .. | 3,366,300 | 3,153,060 | 3,796,500 | 3,746,708 | 3,786,160 | 3,532,018 | 3,055,654 | 2,959,124 | 3,310,328 | 3,893,680 | 3,934,490 | 3,884,956 | 42,559,918 |
| Cleveland ... | 3,492,825 | 3,224,175 | 3,959,175 | 4,119,600 | 3,950,250 | 3,570,900 | 3,045,150 | 3,568,925 | 3,754,200 | 4,274,925 | 4,254,225 | 3,880,125 | 44,893,575 |
| Detroit ..... | 4,521,874 | 4,218,662 | 5,081,580 | 5,390,532 | 5,247,538 | 4,900,518 | 4,237,338 | 4,441,556 | 5,220,432 | 5,840,900 | 5,827,234 | 5,337,400 | 60,295,562 |
| Houston .... | 2,729,720 | 2,597,014 | 3,168,032 | 3,287,802 | 3,228,722 | 3,208,470 | 2,660,658 | 2,547,650 | 3,114,776 | 3,257,140 | 3,200,002 | 3,910,494 | 37,000,480 |
| Indianapolis. | 2,604,096 | 2,595,267 | 3,011,573 | 3,130,524 | 3,246,441 | 3,009,940 | 2,530,341 | 2,485,425 | 2,764,068 | 3,246,798 | 3,139,695 | 3,187,914 | 34,952,082 |
| Kansas City. | 2,890,253 | 3,063,387 | 3,685,194 | 3,649,489 | 3,574,029 | 3,531,307 | 2,936,360 | 3,110,900 | 3,405,380 | 5,536,274 | 3,542,038 | 3,355,500 | 42,280,371 |
| Los Angeles. | 6,610,205 | 6,177,762 | 6,732,747 | 6,607,415 | 6,608,962 | 6,324,990 | 5,890,458 | 5,813,976 | 6,375,418 | 6,746,600 | 6,611,780 | 6,239,450 | 76,739,763 |
| Milwaukee .. | 2,710,880 | 2,654,871 | 3,154,169 | 3,201,856 | 3,456,426 | 2,912,978 | 2,437,040 | 2,561,484 | 3,238,821 | 3,506,611 | 3,443,156 | 3,023,615 | 36,301,907 |
| Minneapolis.. | 2,541,155 | 2,418,637 | 2,973,279 | 2,966,675 | 3,159,199 | 2,912,747 | 2,418,263 | 2,677,905 | 3,148,149 | 3,379,784 | 3,168,462 | 2,913,386 | 34,677,641 |
| New Orleans. | 3,257,669 | 3,168,988 | 3,843,750 | 3,876,780 | 3,782,575 | 3,331,555 | 3,099,875 | 3,192,681 | 3,471,706 | 3,944,672 | 3,978,903 | 4,258,943 | 43,208,097 |
| New York... | 15,059,014 | 12,938,496 | 15,209,320 | 15,728,878 | 15,123,086 | 14,509,205 | 11,123,129 | 11,071,659 | 15,796,704 | 17,543,699 | 16,982,362 | 15,523,316 | 176,609,498 |
| Philadelphia. | 6,588,815 | 5,904,490 | 7,114,608 | 7,039,836 | 7,031,306 | 6,708,236 | 5,199,590 | 5,073,839 | 6,654,540 | 7,897,380 | 7,215,339 | 6,548,861 | 78,976,840 |
| Portland, Ore. | 2,431,226 | 2,252,124 | 2,979,802 | 2,957,270 | 3,244,152 | 2,811,690 | 2,539,572 | 2,673,608 | 2,813,356 | 2,951,382 | 3,047,198 | 2,976,985 | 33,678,365 |
| St. Louis.... | 3,398,200 | 3,623,720 | 4,064,400 | 4,293,120 | 4,209,500 | 3,733,600 | 3,175,440 | 3,420,800 | 4,105,060 | 4,592,160 | 4,410,280 | 4,469,700 | 47,501,980 |
| St. Paul..... | 2,062,074 | 2,329,516 | 2,632,130 | 2,640,932 | 2,443,883 | 2,258,032 | 1,972,642 | 2,237,914 | 2,584,260 | 2,965,200 | 2,812,670 | 2,351,370 | 29,290,622 |
| San Francisco | 4,214,593 | 3,984,324 | 4,487,942 | 4,484,825 | 4,480,911 | 3,958,338 | 3,507,714 | 3,954,080 | 3,947,908 | 4,343,462 | 4,351,312 | 4,379,158 | 50,094,557 |
| Washington.. | 4,158,783 | 3,873,497 | 4,541,445 | 4,512,388 | 4,519,508 | 4,069,844 | 3,356,000 | 3,396,091 | 4,104,616 | 4,836,372 | 4,626,118 | 4,541,431 | 50,536,093 |
| Monthly totals | 97,509,086 | 91,386,750 | 108,735,584 | 115,259,454 | 109,456,772 | 101,623,433 | 84,456,945 | 86,633,865 | 103,143,673 | 117,764,797 | 113,476,827 | 108,084,165 | 1,237,531,351 |

## 1927

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta .... | 1,811,198 | 2,348,140 | 2,904,471 | 2,239,790 | 2,259,908 | 1,861,083 | 1,671,089 | 2,375,039 | 2,628,967 | 3,322,706 | 3,016,939 | 2,771,908 | 29,211,238 |
| Baltimore ... | 4,060,995 | 3,748,292 | 4,554,530 | 4,803,285 | 4,607,070 | 4,256,157 | 3,644,976 | 3,425,613 | 4,323,211 | 4,901,966 | 4,654,527 | 4,322,802 | 51,303,424 |
| Birmingham. | 2,397,906 | 2,470,426 | 2,774,240 | 2,818,690 | 2,780,358 | 2,494,548 | 2,336,894 | 2,171,932 | 2,587,998 | 2,837,688 | 2,685,200 | 2,805,824 | 31,161,704 |
| Boston ..... | 6,241,732 | 5,207,902 | 6,685,942 | 6,954,777 | 7,137,870 | 6,371,211 | 5,049,330 | 4,940,862 | 6,237,611 | 7,199,167 | 7,051,285 | 7,027,418 | 76,105,107 |
| Buffalo ..... | 2,817,163 | 2,546,719 | 3,188,245 | 3,648,129 | 3,653,136 | 3,318,056 | 2,628,452 | 2,651,464 | 3,211,567 | 3,684,229 | 3,457,673 | 3,679,625 | 38,484,458 |
| Chicago ..... | 6,865,101 | 6,826,284 | 8,082,717 | 8,524,614 | 8,603,688 | 7,622,649 | 5,931,603 | 6,334,983 | 7,518,765 | 8,716,308 | 7,934,367 | 7,622,259 | 90,583,338 |
| Cincinnati .. | 3,355,200 | 3,238,500 | 3,887,100 | 3,963,600 | 4,086,000 | 3,498,600 | 3,077,700 | 2,964,900 | 3,403,500 | 3,864,600 | 3,918,900 | 3,933,300 | 43,191,900 |
| Cleveland ... | 3,362,400 | 3,282,750 | 3,891,900 | 4,172,100 | 4,282,950 | 3,679,500 | 3,058,425 | 3,235,525 | 3,681,825 | 4,184,150 | 3,954,750 | 3,894,975 | 44,442,550 |
| Detroit ..... | 4,842,320 | 4,379,422 | 5,314,792 | 5,391,114 | 5,507,040 | 4,911,990 | 4,122,902 | 4,086,250 | 4,854,108 | 5,513,104 | 4,924,486 | 4,683,532 | 58,433,976 |
| Houston .... | 2,866,108 | 2,649,448 | 3,036,768 | 3,327,044 | 3,253,180 | 2,820,776 | 2,634,744 | 2,421,700 | 2,981,440 | 3,428,040 | 3,261,090 | 3,524,206 | 36,204,544 |
| Indianapolis. | 2,670,003 | 2,678,553 | 3,167,112 | 3,451,944 | 3,400,714 | 3,141,825 | 2,701,818 | 2,610,333 | 2,919,066 | 3,359,019 | 3,154,710 | 3,341,214 | 36,596,311 |
| Kansas City. | 2,865,272 | 3,021,598 | 3,406,430 | 3,492,675 | 3,619,729 | 3,173,629 | 2,744,652 | 2,738,178 | 3,253,930 | 3,573,703 | 3,525,617 | 3,379,093 | 38,794,506 |
| Los Angeles. | 6,869,758 | 6,249,515 | 7,134,598 | 7,492,085 | 7,412,555 | 6,904,319 | 6,178,105 | 5,975,241 | 6,591,126 | 7,020,260 | 6,684,467 | 6,423,807 | 80,935,836 |
| Milwaukee .. | 2,614,279 | 2,453,820 | 3,077,620 | 3,394,676 | 3,741,590 | 3,148,628 | 2,521,961 | 2,482,539 | 3,168,314 | 3,705,741 | 3,498,571 | 3,213,360 | 37,021,099 |
| Minneapolis.. | 2,537,505 | 2,457,149 | 2,740,944 | 3,250,054 | 3,257,311 | 2,958,398 | 2,432,782 | 2,616,951 | 2,930,168 | 3,151,069 | 2,964,004 | 2,840,087 | 34,187,422 |
| New Orleans. | 3,533,088 | 3,405,518 | 3,889,555 | 4,214,643 | 3,759,568 | 3,718,174 | 3,273,751 | 3,191,850 | 3,645,737 | 4,225,481 | 4,022,699 | 4,697,634 | 45,568,698 |
| New York... | 14,972,337 | 12,897,292 | 15,287,006 | 15,708,572 | 15,583,260 | 14,346,018 | 10,989,672 | 11,080,160 | 14,920,962 | 17,208,422 | 15,827,140 | 14,719,184 | 173,540,865 |
| Philadelphia. | 6,213,693 | 5,683,455 | 6,771,104 | 7,057,404 | 7,208,538 | 6,651,673 | 5,167,175 | 5,083,179 | 6,361,403 | 8,260,527 | 7,592,104 | 6,937,458 | 78,987,713 |
| Portland, Ore. | 2,837,756 | 2,675,401 | 3,182,813 | 3,393,782 | 3,257,941 | 3,046,540 | 2,374,316 | 2,464,194 | 2,709,714 | 2,751,294 | 3,046,718 | 3,176,610 | 34,917,709 |
| St. Louis.... | 3,663,520 | 3,821,420 | 4,288,900 | 4,445,040 | 4,380,220 | 3,820,880 | 3,079,380 | 3,309,580 | 3,876,780 | 4,444,220 | 4,455,020 | 4,304,600 | 47,889,560 |
| St. Paul..... | 2,047,682 | 2,297,456 | 2,434,182 | 2,862,594 | 2,698,346 | 2,271,290 | 1,976,184 | 2,165,450 | 2,298,478 | 2,773,092 | 2,475,690 | 2,279,048 | 28,579,492 |
| San Francisco | 4,546,312 | 4,065,274 | 4,825,937 | 4,830,978 | 4,970,728 | 4,424,119 | 4,011,980 | 4,130,329 | 4,339,545 | 4,868,301 | 4,690,758 | 4,379,310 | 54,083,571 |
| Washington.. | 4,532,904 | 4,320,267 | 5,028,389 | 4,921,033 | 4,931,566 | 4,311,359 | 3,777,176 | 3,608,529 | 4,593,235 | 5,201,639 | 4,879,937 | 4,966,226 | 55,671,660 |
| Monthly totals | 98,575,818 | 92,715,601 | 109,546,225 | 114,268,623 | 114,372,566 | 102,751,422 | 85,385,067 | 86,064,781 | 103,037,390 | 118,176,126 | 111,676,652 | 108,725,780 | 1,245,296,051 |

## 1926

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta .... | 1,049,468 | 1,068,186 | 1,314,124 | 1,330,770 | 1,422,988 | 1,207,682 | 1,867,908 | 1,213,142 | 2,064,452 | 2,500,722 | 2,783,221 | 1,205,734 | 19,028,397 |
| Baltimore ... | 4,190,236 | 3,785,164 | 4,767,752 | 4,952,953 | 4,962,662 | 4,753,800 | 3,981,258 | 3,727,688 | 4,409,392 | 5,306,546 | 4,919,040 | 4,466,247 | 54,222,738 |
| Birmingham. | 2,301,136 | 2,324,866 | 2,983,663 | 2,945,182 | 2,963,534 | 2,660,182 | 2,445,282 | 2,615,788 | 2,693,586 | 3,155,754 | 2,827,006 | 2,804,732 | 32,873,064 |
| Boston ..... | 6,388,169 | 5,076,196 | 7,003,130 | 6,987,201 | 7,501,700 | 6,640,566 | 5,188,306 | 5,365,587 | 6,396,915 | 7,551,777 | 6,940,076 | 6,893,269 | 77,932,892 |
| Buffalo ..... | 3,566,638 | 3,016,093 | 4,008,624 | 4,120,377 | 4,135,191 | 3,670,378 | 2,726,149 | 2,915,894 | 3,270,390 | 4,010,900 | 3,441,153 | 3,498,743 | 42,380,430 |
| Chicago ..... | 7,456,296 | 6,882,489 | 8,223,657 | 8,392,422 | 8,803,542 | 7,770,381 | 6,128,904 | 6,459,081 | 7,753,155 | 9,132,900 | 7,925,283 | 7,503,963 | 92,432,073 |
| Cincinnati .. | 3,195,600 | 2,986,500 | 3,762,300 | 3,840,300 | 3,892,800 | 3,380,400 | 2,988,900 | 2,959,500 | 3,382,500 | 4,152,000 | 3,997,700 | 3,879,600 | 42,398,100 |
| Cleveland ... | 3,579,000 | 3,312,150 | 4,061,625 | 4,396,350 | 4,315,575 | 3,886,125 | 3,260,250 | 3,522,975 | 3,901,575 | 4,431,300 | 4,160,625 | 3,752,175 | 46,579,725 |
| Detroit ..... | 5,271,000 | 4,696,090 | 5,739,426 | 5,868,814 | 5,995,976 | 5,498,010 | 4,611,572 | 4,997,258 | 5,650,246 | 6,235,838 | 5,450,788 | 4,993,982 | 65,009,000 |
| Houston .... | 2,611,896 | 2,297,666 | 3,017,756 | 3,040,366 | 3,091,002 | 2,651,398 | 2,483,348 | 2,337,030 | 2,770,306 | 3,512,584 | 2,925,226 | 3,133,426 | 33,864,100 |
| Indianapolis. | 2,927,325 | 2,757,183 | 3,283,662 | 3,347,650 | 3,458,196 | 3,142,737 | 2,746,995 | 2,717,788 | 3,099,069 | 3,484,945 | 3,295,476 | 3,381,780 | 37,637,916 |
| Kansas City. | 2,985,655 | 3,083,983 | 3,589,622 | 3,595,023 | 3,819,250 | 3,392,653 | 3,110,079 | 2,977,472 | 3,326,396 | 3,796,578 | 3,564,815 | 3,365,865 | 40,608,001 |
| Los Angeles. | 7,009,582 | 6,658,414 | 7,655,724 | 7,252,857 | 7,440,254 | 6,920,147 | 6,265,147 | 6,505,892 | 6,664,786 | 7,733,127 | 7,092,980 | 6,981,057 | 84,179,967 |
| Milwaukee .. | 2,625,054 | 2,451,417 | 3,099,391 | 3,306,255 | 3,509,136 | 3,047,253 | 2,499,950 | 2,487,618 | 3,032,993 | 3,715,242 | 3,390,275 | 3,209,876 | 36,374,460 |
| Minneapolis.. | 2,861,797 | 2,640,647 | 3,157,829 | 3,464,852 | 3,292,315 | 3,139,903 | 2,539,001 | 2,810,162 | 3,076,612 | 3,478,544 | 3,121,281 | 2,888,039 | 36,570,982 |
| New Orleans. | 3,587,340 | 3,145,463 | 4,263,038 | 4,351,672 | 4,438,086 | 3,972,848 | 3,561,339 | 3,554,919 | 3,688,107 | 4,417,148 | 4,240,042 | 4,645,478 | 47,865,480 |
| New York... | 15,682,520 | 13,047,666 | 15,642,260 | 15,904,214 | 16,324,002 | 14,822,812 | 10,908,848 | 11,977,976 | 14,661,922 | 17,682,776 | 15,557,452 | 14,731,697 | 176,944,145 |
| Philadelphia. | 7,031,915 | 6,061,023 | 7,625,842 | 7,546,630 | 7,626,797 | 7,147,937 | 5,526,833 | 5,477,088 | 6,679,448 | 8,014,996 | 7,925,283 | 6,417,300 | 83,021,092 |
| Portland, Ore. | 3,997,187 | 2,818,277 | 3,487,780 | 3,580,170 | 3,692,467 | 3,351,523 | 2,852,613 | 2,994,474 | 3,149,524 | 3,542,202 | 3,168,788 | 3,316,781 | 39,891,786 |
| St. Louis.... | 3,925,740 | 3,848,460 | 4,573,500 | 4,689,820 | 4,611,640 | 4,121,620 | 3,388,120 | 3,838,820 | 4,328,880 | 4,934,620 | 4,580,560 | 4,556,340 | 51,398,120 |
| St. Paul..... | 2,060,282 | 2,210,180 | 2,537,962 | 2,776,144 | 2,652,678 | 2,532,572 | 2,130,898 | 2,484,944 | 2,434,790 | 2,849,994 | 2,573,718 | 2,351,776 | 29,596,938 |
| San Francisco | 4,695,148 | 4,278,241 | 5,297,477 | 4,955,773 | 5,075,521 | 4,509,167 | 4,350,132 | 4,794,285 | 4,473,405 | 5,305,784 | 4,769,394 | 4,671,008 | 57,175,635 |
| Washington.. | 4,537,534 | 4,088,160 | 5,049,102 | 5,129,882 | 5,233,163 | 4,704,398 | 4,113,736 | 4,050,532 | 4,804,512 | 5,816,882 | 5,417,065 | 5,192,799 | 58,137,765 |
| Monthly totals | 103,640,712 | 92,534,544 | 114,094,179 | 115,871,677 | 118,298,477 | 106,884,492 | 89,674,668 | 92,780,923 | 105,673,961 | 124,768,259 | 114,417,247 | 107,843,667 | 1,286,122,806 |

## 1925

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | City Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Atlanta .... | 1,521,342 | 1,670,237 | 2,246,533 | 2,314,198 | 2,332,777 | 1,906,750 | 1,589,201 | 1,713,150 | 1,837,000 | 2,349,407 | 2,310,894 | 2,193,989 | 23,984,478 |
| Baltimore ... | 3,652,048 | 3,448,315 | 4,470,615 | 4,653,973 | 4,701,949 | 4,130,088 | 3,593,853 | 3,487,251 | 4,294,816 | 5,341,261 | 5,157,732 | 4,524,654 | 51,456,555 |
| Birmingham. | 2,217,446 | 2,166,262 | 2,800,980 | 2,550,240 | 2,639,924 | 2,346,022 | 2,168,796 | 2,374,078 | 2,430,694 | 2,927,512 | 2,876,076 | 2,731,274 | 30,229,504 |
| Boston ..... | 5,138,065 | 4,915,420 | 6,231,902 | 6,431,712 | 6,531,910 | 5,894,960 | 4,910,796 | 4,858,382 | 6,180,374 | 7,428,586 | 7,285,024 | 7,056,937 | 72,864,068 |
| Buffalo ..... | 3,265,325 | 2,879,168 | 3,705,489 | 3,995,259 | 3,899,289 | 3,339,170 | 2,771,789 | 2,856,336 | 3,619,552 | 4,601,002 | 4,079,348 | 4,125,085 | 43,076,792 |
| Chicago ..... | 6,936,801 | 6,119,461 | 7,501,164 | 7,827,468 | 7,855,362 | 7,081,584 | 5,725,554 | 6,036,603 | 7,379,508 | 8,825,275 | 8,255,148 | 7,643,157 | 87,187,085 |
| Cincinnati .. | 3,204,300 | 2,938,500 | 3,494,100 | 3,668,700 | 3,717,900 | 3,242,100 | 2,788,200 | 2,903,400 | 3,267,000 | 3,842,700 | 3,810,300 | 3,792,000 | 40,669,200 |
| Cleveland ... | 3,363,675 | 3,163,275 | 3,990,975 | 4,210,722 | 4,270,800 | 3,736,725 | 3,310,725 | 3,415,125 | 3,783,225 | 4,467,675 | 4,428,825 | 4,071,675 | 46,213,422 |
| Detroit ..... | 4,552,436 | 4,267,634 | 5,415,130 | 5,673,178 | 5,912,956 | 4,962,342 | 4,393,970 | 4,596,410 | 5,261,032 | 6,067,096 | 6,083,742 | 5,527,536 | 62,713,462 |
| Houston .... | 2,093,938 | 2,068,836 | 2,664,172 | 2,624,720 | 2,961,658 | 2,387,336 | 2,095,968 | 2,145,696 | 2,255,652 | 2,717,610 | 2,928,842 | 2,682,456 | 29,626,884 |
| Indianapolis. | 2,836,223 | 2,534,598 | 3,2[illegible]96 | 3,427,305 | 3,563,721 | 2,997,208 | 2,675,445 | 2,644,281 | 2,861,742 | 3,632,151 | 3,472,170 | 3,475,818 | 37,354,758 |
| Kansas City. | 2,687,883 | 2,882,659 | 3,279,622 | 3,219,858 | 3,319,278 | 3,021,927 | 2,603,652 | 2,748,319 | 3,276,632 | 3,651,750 | 3,635,770 | 3,395,584 | 37,716,934 |
| Los Angeles. | 7,034,590 | 6,391,784 | 7,503,762 | 7,141,925 | 7,366,966 | 6,661,677 | 5,978,784 | 6,208,240 | 6,476,612 | 7,503,481 | 7,580,086 | 7,043,124 | 82,772,331 |
| Milwaukee .. | 2,527,307 | 2,390,848 | 2,983,965 | 3,042,321 | 3,429,972 | 2,732,554 | 2,302,895 | 2,395,131 | 2,946,609 | 3,619,312 | 3,431,700 | 3,197,765 | 35,020,439 |
| Minneapolis.. | 2,606,161 | 2,316,171 | 2,941,644 | 3,120,522 | 3,117,572 | 2,805,830 | 2,351,611 | 2,656,249 | 3,001,538 | 3,447,051 | 3,013,431 | 3,069,615 | 34,447,395 |
| New Orleans. | 3,266,239 | 2,856,942 | 3,887,203 | 3,844,277 | 3,792,929 | 3,314,041 | 3,133,904 | 3,181,852 | 3,497,204 | 4,119,984 | 4,416,327 | 4,888,088 | 44,198,900 |
| New York... | 14,058,490 | 11,989,276 | 14,751,474 | 14,484,214 | 14,839,352 | 13,048,914 | 10,466,714 | 11,060,332 | 14,042,550 | 17,387,908 | 16,760,414 | 15,369,510 | 168,259,148 |
| Philadelphia. | 6,991,402 | 6,628,757 | 8,058,917 | 7,921,326 | 7,199,352 | 6,803,305 | 5,316,323 | 5,308,487 | 6,927,589 | 8,521,657 | 8,467,879 | 6,993,348 | 85,037,742 |
| Portland, Ore. | 2,868,166 | 2,771,417 | 3,319,431 | 3,264,223 | 3,490,685 | 3,092,022 | 2,812,726 | 2,944,485 | 3,357,586 | 3,670,647 | 3,704,207 | 3,451,832 | 38,747,427 |
| St. Louis.... | 3,477,860 | 3,453,620 | 4,455,860 | 4,751,360 | 4,410,900 | 3,776,960 | 3,133,660 | 3,612,220 | 4,075,606 | 4,904,920 | 4,819,000 | 4,485,180 | 49,356,600 |
| St. Paul..... | 1,941,688 | 2,025,674 | 2,323,538 | 2,532,642 | 2,232,958 | 1,917,412 | 1,917,412 | 2,248,456 | 2,393,062 | 2,910,782 | 2,590,014 | 2,436,490 | 28,056,168 |
| San Francisco | 4,415,433 | 4,073,012 | 4,914,353 | 4,852,730 | 5,101,195 | 4,388,219 | 4,023,612 | 4,523,178 | 4,308,375 | 5,168,506 | 5,131,587 | 4,880,225 | 55,780,425 |
| Washington.. | 3,891,484 | 3,699,607 | 4,506,114 | 4,358,080 | 4,669,145 | 4,052,470 | 3,565,690 | 3,682,626 | 4,409,097 | 5,149,709 | 5,444,634 | 5,162,693 | 52,591,349 |
| Monthly totals | 94,548,362 | 87,551,473 | 108,681,019 | 109,930,953 | 111,506,344 | 98,709,162 | 83,630,880 | 87,600,287 | 101,876,509 | 122,192,382 | 119,683,150 | 112,108,035 | 1,237,360,956 |

# PAY OF MECHANICAL FORCES AS OF JAN. 1, 1934, IN PRINCIPAL CITIES OF THE U. S.

## TYPOGRAPHICAL WAGES—SIX-DAY WEEK

In 38 principal cities — Arranged according to population

| | DAY WORK | | | NIGHT WORK | | | |
|---|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week | Third Shifts |
| New York City.. | 45 | $1.300 | $58.50 | 45 | $1.366 | $61.50 | 3rd, $64.50—42 hrs. |
| Chicago, Ill. .... | 45 | 1.280 | 57.60 | 45 | 1.380 | 62.10 | 3rd, 62.10—39 hrs. |
| Philadelphia, Pa.. | 48 | 1.062 | 51.00 | 48 | 1.125 | 54.00 | |
| Detroit, Mich. .. | 45 | 1.100 | 49.50 | 45 | 1.170 | 52.65 | |
| Los Angeles, Cal. | 45 | 1.096 | 49.32 | 45 | 1.162 | 52.32 | |
| Cleveland, O. ... | 45 | 1.134 | 51.07 | 45 | 1.250 | 56.25 | 3rd, $57.54—45 hrs. |
| St. Louis, Mo. .. | 46 | 1.085 | 49.91 | 45 | 1.210 | 54.45 | |
| Baltimore, Md. .. | 44 | 1.032 | 45.45 | 44 | 1.094 | 48.15 | |
| Boston, Mass. .. | 44 | 1.250 | 55.00 | 44 | 1.290 | 56.76 | |
| Pittsburgh, Pa... | 45 | 1.155 | 52.05 | 45 | 1.223 | 55.05 | 3rd, $55.05—39 hrs. |
| San Francisco, Cal. | 45 | 1.080 | 48.60 | 45 | 1.140 | 51.30 | |
| Milwaukee, Wisc.. | 45 | 1.111 | 50.00 | 45 | 1.222 | 55.00 | |
| Buffalo, N. Y.... | 48 | 1.020 | 49.00 | 48 | 1.083 | 52.00 | |
| Washington, D. C. | 42 | 1.150 | 48.30 | 42 | 1.280 | 53.76 | |
| Minneapolis, Minn. | 46½-42 | .919 to 1.058 | 42.75 to 44.46 | 46½-42 | .983 to 1.130 | 45.75 to 47.46 | |
| Cincinnati, O. .. | 48 | 1.151 | 55.25 | 48 | 1.229 | 59.00 | |
| Newark, N. J... | 46 | 1.173 | 54.00 | 46 | 1.239 | 57.00 | 3rd, $60.00—42 hrs. |
| Kansas City, Mo. | 48 | .980 | 47.04 | 48 | 1.042 | 50.04 | |
| Seattle, Wash. .. | 42 | 1.107 | 46.50 | 42 | 1.171 | 49.20 | |
| Indianapolis, Ind.. | 46 | 1.000 | 46.00 | 46 | 1.086 | 50.00 | |
| Rochester, N. Y. | 48 | .979 | 47.00 | 48 | 1.062 | 51.00 | |
| Louisville, Ky. .. | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 | |
| Portland, Ore. .. | 45 | 1.000 | 45.00 | 45 | 1.066 | 48.00 | |
| Houston, Tex. .. | 45 | 1.005 | 45.25 | 45 | 1.057 | 47.60 | |
| Toledo, O. ..... | 48 | .979 | 47.00 | 48 | 1.041 | 50.00 | |
| Columbus, O. ... | 45 | 1.133 | 51.00 | 45 | 1.222 | 55.00 | |
| Denver, Colo. ... | 44 | 1.095 | 48.21 | 44 | 1.171 | 51.54 | 3rd, $54.54—44 hrs. |
| St. Paul, Minn... | 45-46½ | .911 | 42.38 | 45-46½ | .972 | 45.20 | |
| Atlanta, Ga. .... | 48 | 1.031 | 49.50 | 48 | 1.093 | 52.50 | |
| Dallas, Tex. .... | 48 | .966 | 46.40 | 48 | 1.005 | 48.25 | |
| Birmingham, Ala. | 42-48 | 1.000 | 42.00 to 48.00 | 42-48 | 1.060 | 44.52 to 50.88 | |
| Memphis, Tenn.. | 45 | .930 | 41.85 | 45 | .992 | 44.64 | |
| Providence, R. I.. | 48 | 1.187 | 57.00 | 45 | 1.333 | 60.00 | |
| San Antonio, Tex.. | 48 | 1.008 | 48.38 | 48 | 1.062 | 51.00 | 3rd, $52.00—48 hrs. |
| Omaha, Nebr. ... | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 | |
| Oklahoma City .. | 48 | .875 | 42.00 | 48 | .937 | 45.00 | |
| Richmond, Va. .. | 48 | .854 | 41.00 | 48 | .916 | 44.00 | |
| Salt Lake City.. | 45 | 1.000 | 45.00 | 45 | 1.066 | 48.00 | |
| Average ... | 45.8 | 1.053 | 48.21 | 45.7 | 1.126 | 51.42 | |

## STEREOTYPERS' WAGES—SIX-DAY WEEK

In 38 principal cities — Arranged according to population

| | DAY WORK | | | NIGHT WORK | | | |
|---|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week | Extra Pay for Saturday Nights |
| New York City.. | 45 | $1.233 | $55.50 | 37½ | $1.480 | $55.50 | $11.50—7½ hrs. |
| Chicago, Ill. ... | 48 | .979 | 47.00 | 45 | 1.088 | 49.00 | |
| Philadelphia, Pa. | 48 | .875 | 42.00 | 48 | .916 | 44.00 | |
| Detroit, Mich. .. | 48 | 1.087 | 52.20 | 44½ | 1.200 | 53.10 | |
| Los Angeles, Cal. | 45 | .960 | 43.20 | 45 | .978 | 44.04 | |
| Cleveland, Ohio.. | 48 | 1.010 | 48.50 | 45 | 1.111 | 50.00 | |
| St. Louis, Mo.... | 48 | .965 | 46.35 | 42 | 1.103 | 46.35 | |
| Baltimore, Md... | 46 | .939 | 43.20 | 41 | 1.053 | 43.20 | |
| Boston, Mass. .. | 42 | 1.097 | 46.08 | 36 | 1.280 | 46.08 | |
| Pittsburgh, Pa... | 45 | 1.026 | 46.20 | 45 | 1.093 | 49.20 | |
| San Francisco, Cal. | 45 | .980 | 44.10 | 45 | .980 | 44.10 | |
| Milwaukee, Wisc. | 48 | .979 | 47.00 | 48 | 1.041 | 50.00 | |
| Buffalo, N. Y.... | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 | |
| Washington, D. C. | 48 | .937 | 45.00 | 43 | 1.116 | 48.00 | |
| Minneapolis, Minn. | 42 | .923 | 38.78 | 42 | .923 | 38.78 | |
| New Orleans, La. | 48 | .750 | 36.00 | 45 | .866 | 39.00 | |
| Cincinnati, Ohio. | 48 | .946 | 45.45 | 45 | 1.010 | 45.45 | |
| Newark, N. J... | 46 | 1.027 | 47.25 | 34 | 1.389 | 47.25 | $10.44—8 hrs. |
| Kansas City, Mo. | 48 | .942 | 45.25 | 48 | .984 | 47.25 | |
| Seattle, Wash. . | 42 | 1.107 | 46.50 | 42 | 1.171 | 49.20 | |
| Indianapolis, Ind. | 46 | .951 | 43.75 | 46 | 1.038 | 47.75 | |
| Rochester, N. Y. | 48 | 1.041 | 50.00 | 48 | 1.125 | 54.00 | |
| Louisville, Ky.... | 48 | .885 | 42.48 | 48 | .947 | 45.48 | |
| Portland, Ore. .. | 48 | .875 | 42.00 | 45 | .933 | 42.00 | |
| Houston, Tex. .. | 48 | .875 | 42.00 | 48 | .906 | 43.50 | |
| Toledo, Ohio ... | 48 | .916 | 44.00 | 48 | .958 | 46.00 | |
| Columbus, Ohio . | 48 | .958 | 46.00 | 48 | 1.000 | 48.00 | |
| Denver, Colo. .. | 48 | .910 | 43.70 | 48 | .959 | 46.07 | |
| St. Paul, Minn.. | 48 | .788 | 37.80 | 48 | .806 | 38.70 | |
| Atlanta, Ga. .... | 48 | .973 | 46.75 | 48 | 1.007 | 48.37 | |
| Dallas, Tex. ... | 48 | .910 | 43.68 | 48 | .938 | 45.05 | |
| Birmingham, Ala. | 48 | .925 | 44.40 | 48 | .983 | 47.22 | |
| Memphis, Tenn... | 48 | .916 | 44.00 | 45 | .977 | 44.00 | |
| Providence, R. I. | 42 | 1.285 | 54.00 | 42 | 1.285 | 54.00 | |
| San Antonio, Tex. | 48 | .900 | 43.20 | 48 | .900 | 43.20 | |
| Omaha, Nebr. .. | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 | |
| Oklahoma City .. | 48 | .871 | 41.85 | 48 | .900 | 43.20 | |
| Salt Lake City.. | 48 | .875 | 42.00 | 48 | .937 | 45.00 | |
| Average..... | 46.8 | .960 | 44.93 | 45.2 | 1.036 | 46.50 | |

## PHOTO ENGRAVERS' WAGES

In 22 principal cities — Arranged according to population

| | DAY WORK | | | NIGHT WORK | | |
|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week |
| New York City.. | 44 | $1.420 | $62.50 | 40 | $1.750 | $70.00 |
| Chicago, Ill. ... | 44 | 1.181 | 52.00 | 42 | 1.357 | 57.00 |
| Philadelphia, Pa. | 44 | 1.363 | 60.00 | 44 | 1.431 | 63.00 |
| Cleveland, Ohio.. | 44 | 1.250 | 55.00 | 44 | 1.363 | 60.00 |
| St. Louis, Mo... | 44 | 1.206 | 53.10 | 42 | 1.371 | 57.60 |
| Baltimore, Md... | 44 | 1.186 | 52.20 | 40 | 1.417 | 56.70 |
| Boston, Mass. .. | 44 | 1.254 | 55.20 | 44 | 1.322 | 58.20 |
| Pittsburgh, Pa... | 44 | 1.272 | 56.00 | 44 | 1.340 | 59.00 |
| San Francisco, Cal. | 45 | 1.080 | 48.60 | 45 | 1.140 | 51.30 |
| Milwaukee, Wisc. | 44 | 1.250 | 55.00 | 40 | 1.500 | 60.00 |
| Washington, D. C. | 44 | 1.329 | 58.50 | 40 | 1.575 | 63.00 |
| Minneapolis, Minn. | 42 | 1.221 | 51.30 | .. | .... | .... |
| Cincinnati, Ohio. | 44 | 1.136 | 50.00 | 44 | 1.181 | 52.00 |
| Kansas City, Mo. | 44 | 1.193 | 52.50 | 44 | 1.234 | 54.30 |
| Seattle, Wash.... | 42 | 1.285 | 54.00 | 42 | 1.285 | 54.00 |
| Indianapolis, Ind. | 44 | 1.125 | 49.50 | 44 | 1.227 | 54.00 |
| Rochester, N. Y. | 44 | 1.363 | 60.00 | 40 | 1.625 | 65.00 |
| Portland, Ore.... | 44 | 1.090 | 48.00 | 44 | 1.159 | 51.00 |
| Columbus, Ohio.. | 44 | 1.340 | 59.00 | 44 | 1.409 | 62.00 |
| Mempais, Tenn.. | 44 | 1.250 | 55.00 | 40 | 1.500 | 60.00 |
| Providence, R. I. | 43½ | 1.402 | 61.00 | 43½ | 1.494 | 65.00 |
| San Antonio, Tex. | 44 | 1.250 | 55.00 | 44 | 1.363 | 60.00 |
| Average..... | 43.8 | 1.249 | 54.82 | 42 | 1.397 | 58.80 |

## PRESSMEN'S WAGES—SIX-DAY WEEK

In 34 principal cities — Arranged according to population

Pressmen-in-Charge

| | DAY WORK | | | NIGHT WORK | | |
|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week |
| New York City.. | 45 | $1.422 | $64.00 | 41 | $1.634 | $67.00 |
| Chicago, Ill. .... | 45 | 1.266 | 57.00 | 42 | 1.404 | 59.00 |
| Detroit, Mich. .. | 48 | 1.162 | 55.80 | 44 | 1.268 | 55.80 |
| Los Angeles, Cal. | 45 | 1.020 | 45.90 | 42½ | 1.080 | 45.90 |
| Cleveland, O. ... | 48 | 1.078 | 51.75 | 42 | 1.232 | 51.75 |
| St. Louis, Mo... | 48 | .993 | 47.70 | 42 | 1.135 | 47.70 |
| Baltimore, Md. . | 48 | 1.025 | 49.20 | 42 | 1.171 | 49.20 |
| Boston, Mass. .. | 42 | 1.121 | 47.10 | 36 | 1.308 | 47.10 |
| Pittsburgh, Pa. . | 45 | 1.040 | 46.80 | 45 | 1.040 | 46.80 |
| San Francisco, Cal. | 45 | 1.050 | 47.25 | 45 | 1.050 | 47.25 |
| Milwaukee, Wisc.. | 45 | 1.148 | 51.69 | 45 | 1.215 | 54.69 |
| Buffalo, N. Y.... | 48 | 1.062 | 51.00 | 48 | 1.093 | 52.50 |
| Washington, D. C.. | 48 | 1.062 | 51.00 | 48 | 1.125 | 54.00 |
| New Orleans, La.. | 48 | .812 | 39.00 | 48 | .812 | 39.00 |
| Cincinnati, O. .. | 48 | .993 | 47.70 | 48 | 1.012 | 48.60 |
| Newark, N. J.... | 45 | 1.333 | 60.00 | 41 | 1.536 | 63.00 |
| Kansas City, Mo. | 48 | .923 | 44.35 | 48 | .961 | 46.15 |
| Seattle, Wash. .. | 45 to 48 | 1.062 to 1.133 | 51.00 | 42 | 1.214 | 51.00 |
| Indianapolis, Ind.. | 46 | 1.043 | 48.00 | 46 | 1.108 | 51.00 |
| Rochester, N. Y. | 48 | 1.135 | 54.50 | 48 | 1.218 | 58.50 |
| Louisville, Ky. .. | 48 | 1.000 | 48.00 | 43 | 1.118 | 50.52 |
| Portland, Ore. .. | 48 | .968 | 46.50 | 45 | 1.066 | 48.00 |
| Houston, Tex. .. | 48 | .953 | 45.78 | 42 | 1.090 | 45.78 |
| Toledo, O. ..... | 48 | 1.020 | 49.00 | 48 | 1.020 | 49.00 |
| Columbus, O. ... | 48 | 1.083 | 52.00 | 48 | 1.125 | 54.00 |
| Denver, Colo. ... | 48 | 1.031 | 49.50 | 42 | 1.178 | 49.50 |
| Atlanta, Ga. .... | 48 | 1.036 | 49.75 | 48 | 1.036 | 49.75 |
| Birmingham, Ala. | 48 | 1.013 | 48.60 | 42 | 1.157 | 48.60 |
| Memphis, Tenn. . | 48 | .984 | 47.25 | 48 | .984 | 47.25 |
| Providence, R. I. | 45 | 1.245 | 56.04 | 39 | 1.436 | 56.04 |
| San Antonio, Tex.. | 48 | .937 | 45.00 | 48 | .937 | 45.00 |
| Omaha, Nebr. .. | 48 | 1.000 | 48.00 | 48 | 1.062 | 51.00 |
| Oklahoma City .. | 48 | .984 | 47.25 | 48 | 1.012 | 48.60 |
| Salt Lake City.. | 48 | 1.000 | 48.00 | 48 | 1.062 | 51.00 |
| Average..... | 47 | 1.061 | 49.75 | 44.7 | 1.144 | 50.88 |

## JOURNEYMEN PRESSMEN

In 36 principal cities — Arranged according to population

| | DAY WORK | | | NIGHT WORK | | |
|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week |
| New York City.. | 45 | $1.222 | $55.00 | 41 | $1.414 | $58.00 |
| Chicago, Ill. .... | 45 | 1.100 | 49.50 | 42 | 1.226 | 51.50 |
| Detroit, Mich. .. | 48 | 1.046 | 50.22 | 44 | 1.141 | 50.22 |
| Los Angeles, Cal.. | 45 | .960 | 43.20 | 42½ | 1.016 | 43.20 |
| Cleveland, Ohio.. | 48 | 1.021 | 49.05 | 42 | 1.167 | 49.05 |
| St. Louis, Mo.... | 48 | .900 | 43.20 | 42 | 1.028 | 43.20 |
| Baltimore, Md... | 48 | .900 | 43.20 | 42 | 1.028 | 43.20 |
| Boston, Mass. .. | 42 | .978 | 41.10 | 36 | 1.141 | 41.10 |
| Pittsburgh, Pa. . | 45 | .980 | 44.10 | 45 | .980 | 44.10 |
| San Francisco, Cal. | 45 | .990 | 44.55 | 45 | .990 | 44.55 |
| Milwaukee, Wisc. | 45 | 1.059 | 47.69 | 45 | 1.126 | 50.69 |
| Buffalo, N. Y.... | 48 | .937 | 45.00 | 48 | .968 | 46.50 |
| Washington, D. C. | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 |
| Minneapolis, Minn. | 42 | .874 | 36.74 | 42 | .874 | 36.74 |
| New Orleans, La. | 48 | .750 | 36.00 | 48 | .750 | 36.00 |
| Cincinnati, Ohio. | 48 | .928 | 44.55 | 48 | .946 | 45.45 |
| Newark, N. J... | 45 | 1.133 | 51.00 | 41 | 1.317 | 54.00 |
| Kansas City, Mo. | 48 | .866 | 41.60 | 48 | .904 | 43.40 |
| Seattle, Wash. .. | 45 to 48 | .968 to 1.033 | 46.50 | 42 | 1.107 | 46.50 |
| Indianapolis, Ind. | 46 | .978 | 45.00 | 46 | 1.043 | 48.00 |
| Rochester, N. Y.. | 48 | 1.041 | 50.00 | 48 | 1.125 | 54.00 |
| Louisville, Ky. . | 48 | .937 | 45.00 | 43 | 1.047 | 45.02 |
| Portland, Ore. .. | 48 | .875 | 42.00 | 45 | .966 | 43.50 |
| Houston, Tex. .. | 48 | .891 | 42.78 | 42 | 1.018 | 42.78 |
| Toledo, Ohio ... | 48 | .895 | 43.00 | 48 | .895 | 43.00 |
| Columbus, Ohio.. | 48 | .958 | 46.00 | 48 | 1.000 | 48.00 |
| Denver, Colo. .. | 48 | .937 | 45.00 | 42 | 1.071 | 45.00 |
| Atlanta, Ga. ... | 48 | .973 | 46.75 | 48 | .973 | 46.75 |
| Dallas, Tex. .... | 48 | .876 | 42.05 | 48 | .904 | 43.40 |
| Birmingham, Ala. | 48 | .918 | 44.10 | 42 | 1.050 | 44.10 |
| Memphis, Tenn.. | 48 | .900 | 43.20 | 48 | .900 | 43.20 |
| Providence, R. I. | 45 | 1.178 | 53.04 | 39 | 1.360 | 53.04 |
| San Antonio, Tex. | 48 | .875 | 42.00 | 48 | .875 | 42.00 |
| Omaha, Nebr. .. | 48 | .937 | 45.00 | 48 | 1.000 | 48.00 |
| Oklahoma City .. | 48 | .871 | 41.80 | 48 | .900 | 43.20 |
| Salt Lake City.. | 48 | .875 | 42.00 | 48 | .937 | 45.00 |
| Average ... | 46.8 | .959 | 44.89 | 44.7 | 1.032 | 45.93 |

## MAILERS' WAGES—SIX-DAY WEEK

In 26 principal cities — Arranged according to population

| | DAY WORK | | | NIGHT WORK | | |
|---|---|---|---|---|---|---|
| | Hrs. per Week | Wage per Hour | Wage per Week | Hrs. per Week | Wage per Hour | Wage per Week |
| New York City.. | 48 | $0.927 | $44.50 | 44 | $1.056 | $46.50 |
| Chicago, Ill. ... | 48 | .802 | 38.50 | 45 | .911 | 41.00 |
| Los Angeles, Cal. | 45 | .800 | 36.00 | 45 | .830 | 37.38 |
| Cleveland, Ohio.. | 48 | .812 | 39.00 | 42 | .928 | 39.00 |
| St. Louis, Mo... | 48 | .813 | 39.05 | 42 | .929 | 39.05 |
| Boston, Mass. .. | 42 | .828 | 34.80 | 39½ | .912 | 36.04 |
| Pittsburgh, Pa... | 45 | .740 | 33.30 | 45 | .760 | 34.20 |
| San Francisco, Cal. | 45 | .850 | 38.25 | 45 | .850 | 38.25 |
| Milwaukee, Wisc. | 48 | .802 | 38.50 | 48 | .864 | 41.50 |
| Minneapolis, Minn. | 42 | .809 | 34.00 | 42 | .809 | 34.00 |
| Cincinnati, Ohio. | 48 | .759 | 36.45 | 48 | .787 | 37.80 |
| Newark, N. J... | 46 | .902 | 41.50 | 42 | 1.035 | 43.50 |
| Kansas City, Mo. | 48 | .726 to .770 | 34.85 to 37.00 | 48 | .744 to .791 | 35.75 to 38.00 |
| Seattle, Wash. .. | 45 | .933 | 42.00 | 42 | 1.000 | 42.00 |
| Indianapolis, Ind. | 46 | .726 | 33.44 | 46 | .781 | 35.96 |
| Portland, Ore.... | 48 | .781 | 37.50 | 45 | .833 | 37.50 |
| Toledo, Ohio ... | 48 | .768 | 36.90 | 48 | .768 | 36.90 |
| Memphis, Tenn.. | 48 | .787 | 37.80 | 45 | .840 | 37.80 |
| Oklahoma City .. | 48 | .740 | 35.55 | 48 | .778 | 37.35 |
| Des Moines, Ia... | 48 | .796 | 38.25 | 48 | .859 | 41.25 |
| Salt Lake City.. | 48 | .681 | 32.70 | 48 | .708 | 34.02 |
| Albany, N. Y.... | 45 | .888 | 40.00 | 45 | .966 | 43.50 |
| Tacoma, Wash... | 42 | .771 | 32.40 | 42 | .771 | 32.40 |
| Topeka, Kan. .. | 45 | .731 | 32.90 | 45 | .797 | 35.90 |
| Terre Haute, Ind. | 48 | .906 | 43.50 | 48 | .937 | 45.00 |
| Fresno, Cal. .... | 48 | .731 | 35.10 | 48 | .731 | 35.10 |
| Average..... | 46.4 | .799 | 37.18 | 45.1 | .850 | 38.39 |

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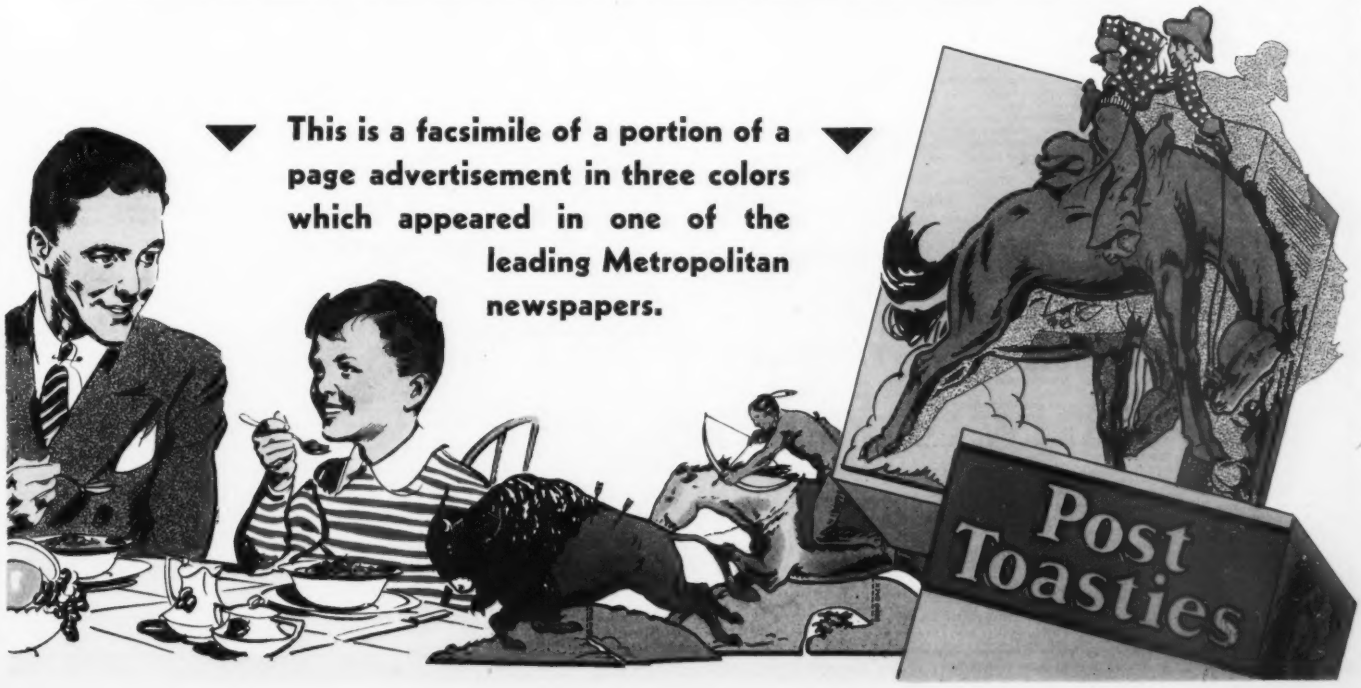

# THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

| Name | Paper Represented | Office |
|---|---|---|
| Abell, George S. | Washington News | 1322 New York Ave. |
| Adams, Phelps H. | New York Sun | Munsey Bldg. |
| Akers, Merton T. | United Press Associations | National Press Bldg. |
| Albright, Robert | Washington Post | Post Bldg. |
| Alford, Theodore C. | Kansas City Star, Kansas City Times. | Albee Bldg. |
| Allen, James | Montreal Star | National Press Bldg. |
| Allen, Robert S. | New York Evening Post, Panama American, United Feature Syndicate, Philadelphia Record. | Star Bldg. |
| Alston, Roland | Associated Press | Star Bldg. |
| Anderson, Robert C. | Associated Press | Kellogg Bldg. |
| Anderson, Paul Y. | St. Louis Post-Dispatch | National Press Bldg. |
| Armstrong, Robert B., Jr. | San Francisco Chronicle | Star Bldg. |
| Arnes, Sigrid | Associated Press | Union Trust Bldg. |
| Atchison, John C. | Daily News Record (New York), Women's Wear. | |
| Authier, George F. | Minneapolis Tribune | Albee Bldg. |
| Bargeron, Carlisle | Washington Post | Post Bldg. |
| Barkley, Frederick R. | Baltimore Evening Sun | National Press Bldg. |
| Barnes, George A. | Chicago Tribune Press Service | Albee Bldg. |
| Bartholme, George | Cologne Gazette | 1724 17th St. |
| Bankhage, Hilmar Robert | Consolidated Press Association | 2201 M St. |
| Beale, W. L., Jr. | Associated Press | Star Bldg. |
| Bean, Rodney | New York Times | Albee Bldg. |
| Beatty, J. Frank | Consolidated Press Association | 2201 M St. |
| Belair, Felix, jr. | New York Times | Albee Bldg. |
| Bell, Samuel W. | New York Herald Tribune | National Press Bldg. |
| Bell, Ulric | Louisville Courier-Journal | National Press Bldg. |
| Bell, William A. | United Press Associations | National Press Bldg. |
| Benedict, Bertram | Editorial Research Reports | 726 Jackson Pl. |
| Benedict, Paul F. | Daily News Record | Union Trust Bldg. |
| Benson, George A. | Minneapolis Journal | Albee Bldg. |
| Bent, Myron H. | Brooklyn Daily Times | 1524 L St. |
| Benton, Ralph W. | Washington Times | 1317 H St. |
| Bingham, Barry | Louisville Courier Journal | National Press Bldg. |
| Biondi, Leone Fumasoni | Stefani Agence | National Press Club |
| Black, Ruby A. | Portland (Me.) Evening News, Jamestown (N. Y.) Evening Journal, Madison (Wis.) State Journal, Green Bay Press-Gazette, Mason City Globe Gazette, La Pemocracia (San Juan, P. R.). | National Press Bldg. |
| Bledsoe, S. B. | Associated Press | Star Bldg. |
| Bloom, Chester A. | Winnipeg Tribune | National Press Bldg. |
| Boeckel, Richard | Editorial Research Reports | 726 Jackson Pl. |
| Boettiger, John | Chicago Tribune, Press Service | Albee Bldg. |
| Bonwit, Julia A. | Washington Times | 1317 H St. |
| Bowman, Leewood H. | Associated Press | Star Bldg. |
| Boyle, John | Wall Street Journal, Exchange Telegraph Co., London, England. | National Press Bldg. |
| Brackett, J. R. | Associated Press | Star Bldg. |
| Bradshaw, Roberta V. | Consolidated Press Association | 2201 M St. |
| Brandt, Raymond P. | St. Louis Post-Dispatch | Kellogg Bldg. |
| Brewer, Alva | Washington Herald | 1317 H St. |
| Brookover, Lyle A. | United Press Association | National Press Bldg. |
| Brooks, Ned | Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram. | 1322 New York Ave. |
| Brayman, Harold | Philadelphia Evening Ledger | National Press Bldg. |
| Brown, Ashman N. | Providence Journal, Providence Bulletin | Hibbs Bldg. |
| Brown, Constantine A. | Washington Star | Star Bldg. |
| Brown, George Rothwell | Washington Herald | 1317 H St. |
| Brown, Harry J. | Boise Statesman, Salt Lake Tribune, Spokane Spokesman-Review, Oakland Tribune. | Transportation Bldg. |
| Brown, Walter | Winston-Salem Journal, Winston-Salem Sentinel, Greenville News, Greenville Piedmont, Asheville (N. C.) Citizen-Times, Mobile (Ala.) Times. | National Press Bldg. |
| Brown, Morris H. | Buffalo Evening News | National Press Bldg. |
| Bruckart, W. L. | Philadelphia Public Ledger | National Press Bldg. |
| Bruner, Felix P. | Washington Post | Post Bldg. |
| Bryant, George E., Jr. | Wall Street Journal | National Press Bldg. |
| Bryant, H. E. C., 3d | Charlotte News, Great Falls Tribune | National Press Bldg. |
| Buck, Robert M. | Washington Daily News | 1322 New York Ave. |
| Buel, Walker S. | Cleveland Plain Dealer | Albee Bldg. |
| Butler, James J. | New Britain Herald, Utica Observer Dispatch, Schenectady Gazette, Butler (Pa.) Eagle, Niagara Falls (N. Y.) Gazette. | National Press Bldg. |
| Byers, Clyde G. | United Press Associations | National Press Bldg. |
| Cameron, Donald | Associated Press | Star Bldg. |
| Canham, Erwin D. | Christian Science Monitor | National Press Bldg. |
| Catledge, W. Turner | New York Times | Albee Bldg. |
| Chapin, W. W. | Universal Service | 1317 H. St. |
| Cherry, Ralph L. | New York Journal of Commerce | Albee Bldg. |
| Chester, John F. | Associated Press | Star Bldg. |
| Chinn, James E. | Washington Star | Star Bldg. |
| Christensen, Melbourne | Associated Press | Star Bldg. |
| Cipiter, Raymond | United Press Associations | National Press Bldg. |
| Clark, Delbert | New York Times | Albee Bldg. |
| Clark, Kenneth | Universal Service | 1317 H St. |
| Codel, Martin | Radio News Bureau | National Press Bldg. |
| Colby, Benjamin | Associated Press | Star Bldg. |
| Cole, William R. | Philadelphia Public Ledger | National Press Bldg. |
| Collins, Ralph A. | New York Sun | Munsey Bldg. |
| Colton, F. B. | Washington Post | Post Bldg. |
| Combs, George W. | Baltimore Evening Sun, New Orleans Item-Tribune. | National Press Bldg. |
| Connor, Francis J. | Chicago Daily News | Washington Bldg. |
| Conroy, Edward A. | New York Sun | Munsey Bldg. |
| Cope, James | Associated Press | Star Bldg. |
| Cornell, Douglas B. | Associated Press | Star Bldg. |
| Cottien, Felix | Central News of America | Mills Bldg. |
| Cottrell, Jesse S. | Charlotte Observer, Arizona Daily Star, Anderson (S. C.) Mail, Anderson (S. C.) Independent. | National Press Bldg. |
| Covert, John R. | Philadelphia Bulletin | 1717 G St. |
| Cowan, John P. | Detroit Times, Pittsburgh Sun-Telegraph | National Press Bldg. |
| Cox, George Howland | Christian Science Monitor | National Press Bldg. |
| Craig, Elizabeth May | Portland (Me.) Evening Express, Portland Press Herald. | Capitol Towers Apt. |
| Crane, James B. | Youngstown Vindicator | National Press Bldg. |
| Cranmer, Carl C. | Associated Press | Star Bldg. |
| Crawford, Arthur W. | Chicago Journal of Commerce | National Press Bldg. |
| Crawford, Kenneth G. | Philadelphia Record, New York Evening Post. | National Press Bldg. |
| Cullinane, James | Washington Herald | 1317 H St. |
| Dalrymple, Martha | Washington Post | Post Bldg. |
| Davis, Maxine | Gary (Ind.) Post Tribune | 1235 31st St. |
| Davis, Waison | Science Service | 21st & B Sts. |
| Dayton, Katharine | Consolidated Press Association | 2201 M St. |
| De Greve, Arthur F. | United Press Associations | National Press Bldg. |
| Denny, Ludwell | Scripps-Howard Newspaper Alliance | 1322 New York Ave. |
| Denoyer, Pierre | Petit Parisien | National Press Bldg. |
| Dickson, C. B. | Associated Press | Star Bldg. |
| Dinwoodey, Dean | Consolidated Press Association | 2201 M. St. |
| Dolan, Leo | International News Service | National Press Bldg. |
| Douthat, James W. | Associated Press | Star Bldg. |
| Doying, George E. | Consolidated Press Association | 2201 M St. |
| Doyle, James F. | Buffalo Courier-Express | National Press Bldg. |
| Dudley, Mayo | Consolidated Press Association | 2201 M St. |
| Duffy, Edward J. | Associated Press | Star Bldg. |
| Dufour, Pierre | Havas News Agency | Star Bldg. |
| Dure, Leon S., Jr. | Washington Post | Post Bldg. |
| Durno, George E. | McClure Newspaper Syndicate | Cavalier Hotel |
| Dutcher, Rodney | Newspaper Enterprise Association | 1322 New York Ave. |
| Edwards, Burke | United Press Associations | National Press Bldg. |
| Egan, Leo | Brooklyn Daily Eagle | Colorado Bldg. |
| Emery, Fred A. | Consolidated Press Association | 2201 M St. |
| Engle, J. B. | Associated Press | Star Bldg. |
| Engle, Parke | Houston (Tex.) Post, Denison (Tex.) Herald | 1814 G St. |
| Ervin, Morris D. | Cincinnati Times-Star | National Press Bldg. |
| Erwin, John D. | Nashville Tennessean, Knoxville Journal, Memphis Commercial Appeal. | National Press Bldg. |
| Essay, J. Fred | Baltimore Sun | National Press Bldg. |
| Eustis, Grace Hendrick | Washington Star | Star Bldg. |
| Ewing, Don | Universal Service | 1317 H St. |
| Fay, Elton | Associated Press | Star Bldg. |
| Ferguson, Harry | United Press Associations | National Press Bldg. |
| Field, Carter | Bell Syndicate, Boston Herald | National Press Bldg. |
| Finney, Ruth | Scripps-Howard Newspaper Alliance | 1322 New York Ave. |
| Fitzpatrick, John J. | Washington Times | 1317 H St. |
| Fleeson, Doris | New York Daily News | National Press Bldg. |
| Fleming, Dewey L. | Baltimore Sun | National Press Bldg. |
| Flynn, Alfred F. | Wall Street Journal, Exchange Telegraph Co., London, England | National Press Bldg. |
| Flynn, Michael W. | Washington Herald | 1317 H St. |
| Folliard, Edward T. | Washington Herald | 1317 H St. |
| Foote, Mark | Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor News. | Colorado Bldg. |
| Foss, Kendall | Washington Post | Post Bldg. |
| Francis, Warren B. | Los Angeles Times | National Press Bldg. |
| Frandsen, Julius | United Press Associations | National Press Bldg. |
| Frantz, Harry | United Press Associations | National Press Bldg. |
| Frazier, Corinne K. | Philadelphia Public Ledger | National Press Bldg. |
| Friedheim, Eric | International News | National Press Bldg. |
| Frye, William | Associated Press | Star Bldg. |
| Furman, Bess | Associated Press | Star Bldg. |
| Gabelman, Edwin W. | Cincinnati Enquirer | National Press Bldg. |
| Garnett, Burt P. | Editorial Research Reports | 726 Jackson Pl. |
| Gauss, Harry B. | Chicago Daily News | Washington Bldg. |
| George, A. R. | Associated Press | Star Bldg. |
| Getty, Frank | Washington Post | Post Bldg. |
| Goodwin, F. S. | Central News of American | Mills Bldg. |
| Goodwin, Mark L. | Dallas News, Dallas Evening-Journal, Galveston News | Albee Bldg. |
| Gridley, Charles O. | Denver Post, Peoria Star, Moline Dispatch | National Press Bldg. |
| Gridley, R. L. | United Press Associations | National Press Bldg. |
| Griffin, Buikley S. | Worcester Post, Brockton Enterprise, New Haven Register, Pawtucket Times, Springfield Union, Pittsfield Eagle, Lynn Item, Hartford Times, Waterbury American. | Colorado Bldg. |
| Grimes, W. H. | Wall Street Journal | National Press Bldg. |
| Groves, Charles S. | Boston Globe | Star Bldg. |
| Gusack, Harry | Universal Service | 1317 H St |
| Hachten, Arthur | Universal Service, San Francisco Examiner | 1317 H St. |
| Hadley, Ed. | Daily Oklahoman, Oklahoma City Times | National Press Bldg. |
| Hall, Frank A. | N. C. W. C. News Service | 1312 Massachusetts Ave. |
| Hamilton, Charles A. | Binghamton Press, Troy Times | National Press Bldg. |
| Harper, F. B. | Associated Press | Star Bldg. |
| Harris, Mrs. Ned R. | Minneapolis Star | National Press Bldg. |
| Harsch, Joseph C. | Christian Science Monitor, Boston | National Press Bldg. |
| Hart, Lee Poe | New York Journal of Commerce | Albee Bldg. |
| Hartrich, Edwin E. | Lewiston (Me.) Sun, Stamford (Conn.) Advocate, Newburyport (Mass.) News | Colorado Bldg. |
| Hawthorne, Roger | Washington Times | 1317 H St. |
| Hayden, Charles S. | Nashville Banner, St. Joseph News-Gazette, Wichita Falls Times, Wichita News Record, Chattanooga (Tenn.) News. | National Press Bldg. |
| Hayden, Jay G. | Detroit News | Colorado Bldg. |
| Healey, Thomas F. | Philadelphia Public Ledger | National Press Bldg. |
| Heath, Louis Jay | United Press Associations | National Press Bldg. |
| Henry, John C. | Providence Journal, Providence Bulletin | Hibbs Bldg. |
| Heiss, A. E. | Traffic World, Chicago | Mills Bldg. |
| Helgesen, Ray | Washington Herald | 1317 H St. |
| Helm, William P. | Syracuse Herald, Kansas City (Mo.) Journal-Post | 1410 H St. |
| Henle, Raymond Z. | Pittsburgh Post Gazette, Milwaukee Sentinel | National Press Bldg. |
| Henning, Arthur S. | Chicago Tribune Press Service | Albee Bldg. |
| Herrick, Genevieve Forbes | Chicago Tribune Press Service | Albee Bldg. |
| Herrick, John | Chicago Tribune Press Service | Albee Bldg. |
| Hershey, Scott | Associated Press | Star Bldg. |
| Hesing, Charter | Washington News | 1322 New York Ave. |
| Higgins, E. Worth | Consolidated Press Association | 2201 M St. |
| Hildebrand, W. A. | Greensboro Daily News | Albee Bldg. |
| Hinton, Harold B. | New York Times | Albee Bldg. |
| Hodges, Paul | Cleveland Plain Dealer | Albee Bldg. |
| Holmes, George R. | International News Service | National Press Bldg. |
| Holmes, George Sanford | Denver Rocky Mountain News, Oklahoma News, Birmingham Post | 1322 New York Ave. |
| Horan, Harold J. T. | London Daily Express | 1314 18th St. |
| Horsaday, James P. | Indianapolis News | Albee Bldg. |
| Hornaday, Mary | Christian Science Monitor | National Press Bldg. |
| Horton, Robert W. | Washington Daily News | 1322 New York Ave. |
| Hulen, Bertram D. | New York Times | Albee Bldg. |
| Hunter, H. C. | Associated Press | Star Bldg. |
| Hunt, Charles P. | Johnstown (Pa.) Tribune | 1103 G St. |
| Hurd, C. W. B. | New York Times | Albee Bldg. |
| Hutchinson, William K. | International News Service | National Press Bldg. |
| Hyde, Henry M. | Baltimore Evening Sun | National Press Bldg. |
| Jamieson, William Edward | Houston Chronicle, Cleveland News, San Antonio (Tex.) Express | National Press Bldg. |
| Jefferson, Mary F. | Women's Wear | Union Trust Bldg. |
| Jenkins, J. H. | Associated Press | Star Bldg. |
| Jermane, W. W. | Seattle Times | Colorado Bldg. |
| Jewell, Edmund | Washington Times | 1317 H St. |
| Johnson, George Mack | United Press Associations | National Press Bldg. |
| Jones, Coleman B. | New York Herald Tribune | National Press Bldg. |
| Kelley, Ralph J. | Atlanta Constitution, Miami (Fla.) Herald, Sacramento (Calif.) Bee, Fresno (Calif.) Bee, Modesto (Calif.) Bee | National Press Bldg. |
| Kelly, John W. | Portland (Oreg.) Oregonian | National Press Bldg. |
| Kennedy, Edward | Associated Press | Star Bldg. |
| Kennedy, Frank A. | Clearwater (Fla.) Sun, St. Petersburg (Fla.) Independent, Jacksonville Journal, Miami Daily News | 1863 Wyoming Ave. |
| Kennedy, John A. | Universal News Service | 1317 H St. |
| Kennedy, William P. | Washington Star, Springfield Republican, Salem News, Worcester Gazette | Star Bldg. |
| Kent, Russell | Birmingham News, Birmingham Age-Herald, Chattanooga Times, Daily News Record (New York), Montgomery Advertiser, Atlanta Journal | National Press Bldg. |
| Kenworthy, Carroll H. | United Press Associations | National Press Bldg. |
| Kerby, William F. | Wall Street Journal | National Press Bldg. |
| Keyer, Charles P. | St. Louis Globe-Democrat | Albee Bldg. |
| Kieldsen, James N. | Universal Service | 1317 H St. |
| King, Tom W. | Winnipeg Free Press | 1468 Clifton St. |
| Kinnear, Isabel | Bridgeport Times-Star, Holyoke Transcript | Colorado Bldg. |
| Klockhohn, Frank L. | New York Times | Albee Bldg. |
| Kneeland, Harold | Washington Daily News | 132 New York Ave |

(*Continued on page* 116)

# THE NATIONAL WHIRLIGIG

## News Behind the News

*Excerpts from Letters Written by Those Who Know from Experience the Tremendous Reader Interest of this Service Originated by McClure in 1931*

### EAST

**Atlantic City (N. J.) Press-Union**
"We like it more than ever, and for once readers agree with us."

**Mt. Vernon (N. Y.) Argus**
"Readers like it because they can check on it when events predicted come to pass."

**Glens Falls (N. Y.) Times**
"We take great pride in giving it front page position, because it is one of the greatest features ever made available for newspapers."

**Ossinning (N.Y.) Citizen Register**
"It seems a matter of amazement to most, that anyone could foretell the news as do the writers for the National Whirligig."

**Norwalk (Conn.) Hour**
"The clear vision offered the public into 'The-News-Behind-The-News' through the Whirligig's 'binoculars' is as informative as it is unusual."

**Schenectady (N. Y.) Gazette**
"Retaining a large amount of interest among the thinking people of Schenectady. Confidential bulletin very valuable."

**Nashua (N. H.) Telegraph**
"Appreciate the splendid service in your letters from Washington and New York."

### SOUTH

**Richmond (Va.) News-Leader**
"Widely read and generously quoted. We have found it a top-notcher."

**Charlotte (N. C.) Observer**
"In each daily issue of the Observer this feature is started on page 1. We hear much favorable comment about it."

**Nashville (Tenn.) Banner**
"Day in and day out the most read, and therefore, most valuable, column-and-a-half in the Banner."

**Roanoke (Va.) World-News**
"Particularly popular, dependable, and trustworthy."

**Charleston (S. C.) Evening Post**
"Not a day in the two years that we have not found something of unusual interest."

**Danville (Va.) Register and Bee**
"Distinguished by its ability to foretell important happenings long before they take place."

**Lake Charles (La.) American Press**
"Has occasioned more conversation and comment than any feature we have ever published."

**St. Petersburg (Fla.) Independent**
"We are satisfied that Durno and McMullin are doing a better job than their competitors."

**Durham (N. C.) Herald-Sun**
"Effective sales force as well as an editorial enhancement. Recommend it to any newspaper."

**THE HOUSTON POST**

HOUSTON, TEXAS
Dec. 2, 1933.

Mr. Richard Waldo,
The McClure Newspaper Syndicate,
345 Hudson St.,
New York, N.Y.,

Dear Mr. Waldo:

The Houston Post is a comparatively new member of The Whirligig family, but I am happy indeed to extend felicitations on the second birthday of that lusty youngster among newspaper features.

In the short space of six months, The Whirligig has become one of the most popular features in The Post. It is one of those rare features that gives a managing editor an opportunity to throw out his chest and gloat. Time and again I am stopped by business men of my acquaintance who say they read The Whirligig first every morning. Even more gratifying is the fact that our publisher and circulation manager are hearing the same reports almost daily.

At a time when news is breaking with bewildering rapidity, The Whirligig clarifies, interprets and explains the dizzy whirl of events in understandable language. In my opinion, it is doing a fine job for the subscribing newspapers and their readers.

Due to changing times, the newspaper that hopes to retain its circulation must do more than present a bare news report. It must present accurate, unbiased interpretive material that will provide a key to the meaning of the news. This important job is done well by The Whirligig. Messrs. Durno and McMullin are writing for a large and enthusiastic audience. More power to them.

Very truly yours,

THE HOUSTON POST,
By M.H. Jacobs,
M.H. Jacobs,
Managing Editor.

### SOUTHWEST

**El Paso (Tex.) World-News and El Continental**
"No feature appearing in our newspapers creates greater interest or more discussion or operates better to bind a reader to a newspaper."

**Longview (Tex.) News**
"Grows in popularity from day to day."

**Abilene (Tex.) Reporter and News**
"Can't say too much for the Whirligig. Becoming more and more valuable—literally, our best translator of the national (yes, world) puzzle."

**Duncan (Okla.) Banner**
"We have repeatedly refused to substitute other Washington columns and are glad to have the National Whirligig at the moderate price we can afford to pay."

**Roswell (N. M.) Morning Dispatch**
"Have had many compliments from our readers."

**Edinburg (Tex.) Valley Review**
"More valuable comments from readers than on any other service we have ever carried."

### NORTHWEST

**St. Paul (Minn.) Dispatch-Pioneer Press**
"One of the best features in our paper. Why? Because it draws the most comment from readers in conversation."

**Fargo (N. D.) Forum**
"One of the most thoroughly read of our features."

**Mankato (Minn.) Free Press**
"Gives an accurate and informative summary, yet withal a salty and interesting one—of the moves behind the scenes that otherwise would be obscured to the average reader."

**Yankton (S. D.) Press and Dakotan**
"Still all to the good,—probably our most popular and most-commented-upon feature."

### CENTRAL WEST

**Akron (Ohio) Beacon-Journal**
"Have turned down offers from other competing features. Do not feel they can match the column you are presenting."

**Fort Wayne (Ind.) News Sentinel**
"Even more popular than when you started it."

**Muncie (Ind.) Evening Press**
"The outstanding newspaper feature on the American market today."

**Hamilton (Ohio) Journal-News**
"After two years, just as entertaining as at the start."

**Muscatine (Iowa) Journal**
"The proven authenticity of its forecasts has added greatly to its news value."

**Sandusky (Ohio) Register and Star-Journal**
"One of the most talked-of features we have ever used."

**Sterling (Ill.) Gazette**
"Have not used a feature in many years which has received so many favorable comments."

**Iowa City (Iowa) Press-Citizen**
"Scarcely a day passes that we do not hear favorable comment."

### FAR WEST

**Oakland (Cal.) Tribune**
"One of our top features. Gets more interesting every day."

**San Jose (Cal.) Mercury Herald**
"We consider it one of our best editorial features."

**Glendale (Cal.) News-Press**
"It has given the general public a new insight into national affairs."

**Santa Monica (Cal.) Evening Outlook**
"Subscribers since service was inaugurated. No lessening of its reader interest."

**Pocatello (Ida.) Tribune-Journal**
"The most valuable single feature in our morning paper."

**Honolulu (Hawaii) Advertiser**
"The National Whirligig is an established feature in The Advertiser."

## They all boil down to this—

## READERS LIKE THE NATIONAL WHIRLIGIG

*Write or wire for details and liberal no-contract plan*

**THE McCLURE NEWSPAPER SYNDICATE**

*345 Hudson Street, New York City*

## PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

(*Continued from page* 114)

| Name | Paper Represented | Office |
|---|---|---|
| Knorr, Ernst A. | Central News of America | Mills Bldg. |
| Kreiselman, Lee | Wichita Beacon | Westchester Apts. |
| Krock, Arthur | New York Times | Albee Bldg. |
| Kury, Fred H. | Pittsburgh Press | 1322 New York Ave. |
| Lamm, Lynne M. | Daily Metal Trade | National Press Bldg. |
| Lane, Robert R. | Newark Evening News | Colorado Bldg. |
| Leach, Paul R. | Chicago Daily News | Washington Bldg. |
| Lehrbas, Lloyd | Associated Press | Star Bldg. |
| Le May, Francis M. | Associated Press | Star Bldg. |
| Lerch, Oliver B. | Wall Street Journal | National Press Bldg. |
| Lewis, Dorohea J. | Muscatine Journal, La Crosse (Wis.) Tribune, Appleton (Wis.) Post-Crescent | National Press Bldg. |
| Lewis, E. W. | United Press Associations | National Press Bldg. |
| Lewis, Fulton, Jr. | Universal Service | 1317 H St. |
| Lewis, Sir Willmott | London Times | 1605 New Hampshire Ave. |
| Lincoln, G. Gould | Washington Star | Star Bldg. |
| Lindley, Ernest K. | New York Herald Tribune | National Press Bldg. |
| Linz, Bertram F. | Newport Daily News, La Nacion, Buenos Aires | Albee Bldg. |
| Linz, Clarence L. | New York Journal of Commerce, Newport Daily News | Albee Bldg. |
| Lipsey, P. L., jr. | Universal Service | 1317 H St. |
| Little, Herbert | Scripps-Howard Newspaper Alliance | 1322 New York Ave. |
| Lockett, Edward B. | International News Service | National Press Bldg. |
| Lorance, John | Springfield (Mass.) Daily News | 1305 N St. |
| Louthan, Mary C. | New York Sun | Munsey Bldg. |
| Lyman, Carson F. | Associated Press | Star Bldg. |
| Lynn, Robert M. | Richmond News Leader, Wilmington (Del.) Every Evening, Roanoke Times, Roanoke (Va.) World-News. | National Press Bldg. |
| Lyons, James Grant | New York Journal of Commerce | Albee Bldg. |
| McCleery, William T. | Associated Press | Star Bldg. |
| McClellan, Robert | Washington Herald | 317 H St. |
| McCordic, Julian A. | Central News of America | Mills Bldg. |
| McDonnell, J. Bernard | Washington Post | Post Bldg. |
| McDonough, Stephen | Associated Press | Star Bldg. |
| McGahan, Paul J. | Philadelphia Inquirer | National Press Bldg. |
| McGeachy, J. B. | Manitoba Free Press | 710 14th St. |
| McGowan, P. H. | Columbia State, Charleston Evening Post, Tampa Tribune, Savannah, Press, Augusta Chronicle, Spartanburg (S. C.) Herald | 1746 Lamont St. |
| McKee, Oliver, Jr. | Boston Evening Transcript | Colorado Bldg. |
| McKelway, Benj. M. | Washington Star | Star Bldg. |
| McLean, Chas. Clark | New York Times | Albee Bldg. |
| McNamee, Mark M. | Central News of America | Mills Bldg. |
| McNeil, Marshall | Knoxville News-Sentinel, Memphis Press Scimitar, El Paso Herald-Post, Fort Worth Press, Houston Press | 1322 New York Ave. |
| MacMahon, Louis A. | Washington Herald | 1317 H St. |
| Magruder, Thomas G. | Wall Street Journal | National Press Bldg. |
| Mallon, Paul | North American Newspaper Alliance | Woodward Bldg. |
| Mallon, Winifred | New York Times | Albee Bldg. |
| Manning, George H. | Harrisburg News-Patriot, Troy Record, Camden Courier & Post, Scranton Republican | National Press Bldg. |
| Marbut, F. B. | Associated Press | Star Bldg. |
| Marshall, C. G. | Consolidated Press Association | 2201 M St. |
| Martin, Lorenzo W. | Louisville Times | National Press Bldg. |
| Matteson, Leigh | International News Service | National Press Bldg |
| Maud Huy, Count de | Temps, Paris | Shoreham Hotel |
| Mayl, Edward O. | International News Service | National Press Bldg. |
| Melman, Benjamin | Jewish Daily Forward | 4203 16th St. |
| Mellet, Lowell | Washington News, Scripps-Howard Newspaper Alliance | 1322 New York Ave. |
| Michael, Charles R. | New York Times | Albee Bldg. |
| Miller, Gerald | Associated Press | Star Bldg. |
| Miller, Joseph L. | Associated Press | Star Bldg. |
| Miller, Karl W. | Detroit News | Colorado Bldg. |
| Miller, Lawrence | United Press Associations | National Press Bldg. |
| Miller, Pierce | Universal Service | 1317 H St. |
| Mobley, Radford E., Jr. | Akron Beacon Journal, Honolulu Star Bulletin, Reno Gazette, Rock Island Argus, Omaha World-Herald, Richmond Times-Dispatch. | Albee Bldg. |
| Montee, H. C. | United Press Associations | National Press Bldg. |
| Moody, Blair | Detroit News | Colorado Bldg. |
| Morgan, Cole E. | Universal Service | 1317 H St. |
| Morhart, Frederick H., Jr. | Indianapolis News | Albee Bldg. |
| Mulligan, Ralph Coolidge | Boston Traveler, Worcester Telegram, Columbia (S. C.) Record | National Press Bldg. |
| Murphy, M. Farmer | Baltimore Sun | National Press Bldg. |
| Murphy, William C., Jr. | Philadelphia Public Ledger | National Press Bldg. |
| Murray, K. Foster | Norfolk Virginian-Pilot, Savannah Morning News, Charleston News and Courier. | National Press Bldg. |
| Neal, William S. | International News Service | National Press Bldg. |
| Newberry, A. T. | International News Service | National Press Bldg. |
| Nicolet, C. C. | United Press Associations | National Press Bldg. |
| Nourse, James R. | Universal Service | 1317 H St. |
| Nutter, Charles | Associated Press | Star Bldg. |
| Oglesby, W. Porter | Philadelphia Evening Public Ledger | National Press Bldg. |
| O'Connell, Dan E. | Washington Times | 1317 H St. |
| O'Donnell, John | New York Daily News | National Press Bldg. |
| O'Keefe, Richard J. | Philadelphia Inquirer | National Press Bldg. |
| O'Leary, J. A. | Washington Star | Star Bldg. |
| Oliver, D. Harold | Associated Press | Star Bldg. |
| Opffer, Emil | Politiken, Copenhagen, Denmark | Colorado Bldg. |
| Orr, Flora G. | St. Paul News | 1322 New York Ave. |
| Othman, Fred C. | United Press Associations | National Press Bldg. |
| Palmer, Kyle D. | Los Angeles Times | National Press Bldg. |
| Palmer, Ralph D. | Washington News | 1322 New York Ave. |
| Patterson, Eleanor M. | Washington Herald | 1317 H St. |
| Pearson, Drew | United Features Syndicates | National Press Bldg. |
| Perkins, Fred W. | Washington News | 1322 New York Ave. |
| Petty, A. Milburn | Cleveland News, Houston (Tex.) Chronicle, New Orleans States | National Press Bldg. |
| Pinkley, Virgil | United Press Associations | National Press Bldg. |
| Plummer, H. C. | Associated Press | Star Bldg. |
| Pope, Loren Brooks | Fort Wayne News-Sentinel, Omaha World-Herald, Mitchell Evening Republican, Cedar Rapids Gazette, Altoona Mirror, Allentown Morning Call | Albee Bldg. |
| Powell, R. E. | Durham Morning Herald | Burlington Hotel |
| Prevost, Clifford A. | Detroit Free Press | National Press Bldg. |
| Price, Byron | Associated Press | Star Bldg. |
| Pritchard, Robert L. | New York Evening Post, Philadelphia Record | National Press Bldg. |
| Pyle, Ernest T. | Washington News | 1322 New York av. |
| Ragsdale, W. B. | Associated Press | Star Bldg. |
| Ralph, Henry D. | Beloit Daily News | National Press Bldg. |
| Ramsay, Marion L. | Universal Service, Seattle Post-Intelligencer | 1317 H St. |
| Reed, Fred A. | Chicago Daily News | Washington Bldg. |
| Reichmann, J. A. | United Press Associations | National Press Bldg. |
| Reilly, Arthur | Washington Herald | 1317 H St. |
| Randell, Richard | Associated Press | Star Bldg. |
| Richards, Mrs. Geo. F. | Worcester Gazette, Worcester Telegram | George Washington Inn |
| Riley, Nelson J. | Associated Press | Star Bldg. |
| Rippey, Stephens | Jamestown Post, Elmira Star-Gazette, Williamsport Sun. | National Press Bldg. |
| Robertson, Nathan W. | Associated Press | Star Bldg. |
| Roddan, E. L. | Universal Service, Los Angeles Examiner | 1317 H St. |
| Roosa, Floyd S. | Universal Service | 1317 H St. |
| Ross, Charles G. | St. Louis Post-Dispatch | Kellogg Bldg. |
| Royle, Jonathan C. | Business News Service | Washington Loan & Trust Bldg. |
| Ruby, Jane L. | Newspaper Enterprise Association | 1322 New York Ave. |
| Ruth, Carl D. | Toledo Blade, Newark Star Eagle, Duluth Herald, Toledo Times, Duluth News-Tribune | National Press Bldg. |
| Sanders, Kenneth H. | Associated Press | Star Bldg. |
| Sandifer, T. N. | International News Service | National Press Bldg. |
| Sartwell, Franklin G. | Washington Times | 1317 H St. |
| Saunders, Richard E. | Omaha (Nebr.) Bee News | National Press Bldg. |
| Schroeder, Rilla Engle | Washington Times | 1317 H St. |
| Scott, David R. | Sandusky Register, Sandusky Star-Journal, Louisville (Ky.) Herald-Post | National Press Bldg. |
| Scott, Owen L. | Consolidated Press Association | 2201 M St. |
| Secrest, J. D. | Washington Post | Post Bldg. |
| Sell, Kurt G. | Wolff's Telegraph Bureau of Berlin. | Racquet Club. |
| Shaeffer, Chas. P. | Associated Press | Star Bldg. |
| Shelton, James H. | St. Louis Post-Dispatch | Kellogg Bldg. |
| Shloss, Leon W. | International News Service | National Press Bldg. |
| Shoop, Duke | Kansas City Star | Albee Bldg. |
| Short, Joseph H. | Associated Press | Star Bldg. |
| Silberberg, William | Film Daily (N. Y.) | 30. 0 Wisconsin Ave. |
| Simms, William Phillip | Scripps-Howard Newspaper Alliance. | 1322 New York Ave. |
| Simpson, Kirke L. | Associated Press | Star Bldg. |
| Sloan, Kermit | Central News of America | Mills Bldg. |
| Smith, Carl | Oregon Journal, Portland | Colorado Bldg. |
| Smith, Charles Brooks | Wheeling Intelligencer, Wheeling News, Parkersburg Sentinel, Fairmont West Virginian, Martinsburg Journal, Elkins Intermountain, Welsh News, Hinton News, Point Pleasant Register | 1650 Harvard St. |
| Smith, Charles Stephenson | Associated Press | Star Bldg. |
| Smith, Denys H. H. | London Morning Post | 1343 Connecticut Ave. |
| Smith, Erith, MacDonald | Vancouver Province, Edmonton Journal, Winnipeg Tribune, Hamilton Spectator, Ottawa Citizen, Calgary Herald | National Press Bldg. |
| Smith, Frank M. | Washington Times | 1317 H St. |
| Smith, George W. | Associated Press | Star Bldg. |
| Smith, Hal Harrison | New York Times | Albee Bldg. |
| Smith, Kingsbury | International News Service | National Press Bldg. |
| Smith, Robert B. | Philadelphia Public Ledger | National Press Bldg. |
| Smith, Russell | Lancaster Intelligencer-Journal, Scranton Times, Fort Wayne News-Sentinel, Omaha World Herald, Sioux City (Iowa) Tribune, Rochester Democrat and Chronicle, Rochester Times Union, Richmond (Va.) Times, Dispatch | Albee Bldg. |
| Smith, Stanley H. | Traffic World, Chicago | Mills Bldg. |
| Snure, John | New York Herald Tribune, Des Moines Register, Davenport Times | National Press Bldg. |
| Snure, John, jr. | Washington Times | 1317 H St. |
| Speers, Leland C. | New York Times | Albee Bldg. |
| Stansbury, Edward | United Press Association | National Press Bldg. |
| Stark, Louis | New York Times | Albee Bldg. |
| Steele, Nelson | New York Sun | Munsey Bldg. |
| Stephenson, Francis M. | Associated Press | Star Bldg. |
| Stern, Max | New Mexico State Tribune (Albuquerque), San Diego Sun, San Francisco News | 1322 New York Ave. |
| Sterner, Charles J. | Wall Street Journal | National Press Bldg. |
| Stevens, H. C. | Minneapolis Journal | Albee Bldg. |
| Stewart, Charles P. | Central Press Association | 1900 S St. |
| Stofer, Alfred J. | Birmingham News, Montgomery Advertiser | National Press Bldg. |
| Stokes, Thomas L. | New York World Telegram, Buffalo Times | 1322 New York Ave. |
| Stone, Walker | Baltimore Post, Indianapolis Times, Evansville Press, Buffalo Times | 1322 New York Ave. |
| Storm, Frederick A. | United Press Associations | National Press Bldg. |
| Stratton, Clif | Kansas City Kansan, Topeka Daily Capital | Burlington Hotel |
| Strayer, Martha | Washington News | 1322 New York Ave. |
| Strout, Richard L. | Christian Science Monitor | National Press Bldg. |
| Sullivan, Lawrence | Lexington (Ky.) Leader | 21st & C Sts. |
| Sullivan, Mark | New York Herald Tribune Syndicate. | 1700 I St. |
| Suter, John T. | Associated Press | Star Bldg. |
| Suydam, Henry | Brooklyn Daily Eagle | Colorado Bldg. |
| Sweinhart, Henry L. | Havas News Agency | Star Bldg. |
| Taishoff, Sol | Consolidated Press Association | 2201 M St. |
| Tarry, G. L. | Wall Street Journal | National Press Bldg. |
| Te Walt, Perry L. | Wall Street Journal | National Press Bldg. |
| Tharin, Whitney | Associated Press | Star Bldg. |
| Thistlethwaite, Mark | Indianapolis News, Fort Wayne Journal Gazette, Evansville Courier, Journal, Terre Haute Tribune | Albee Bldg. |
| Thompson, H. O. | United Press Associations | National Press Bldg. |
| Thornburgh, Robert S. | International News Service | National Press Bldg. |
| Thurston, Elliott L. | Washington Post | Post Bldg. |
| Timmons, Bascom N. | Houston Chronicle, Cleveland News, San Antonio Express, Dallas Times-Herald, Tulsa World, Shreveport La.) Times, New Orleans States. | National Press Bldg. |
| Todd, Laurence | Telegraph Agency of the U. S. S. R. | National Press Bldg. |
| Tupper, R. W. | Central News of America | Mills Bldg. |
| Turner, G. Russell, Jr., | United Press Associations | National Press Bldg. |
| Turner, Richard L. | Associated Press | Star Bldg. |
| Trussell, Charles P. | Baltimore Sun | National Press Bldg. |
| Van Tine, Ronald | United Press Associations | National Press Bldg. |
| Vernon, Leroy T. | Chicago Daily News | Washington Bldg. |
| Waldman, Seymour | New York Daily Worker | National Press Bldg. |
| Frank Waldrop | Washington Herald | 1317 H St. |
| Wallen, Theodore C. | New York Herald Tribune | National Press Bldg. |
| Walsh, Burke | N. C. W. C. News Service | 1312 Massachusetts Ave. |
| Waltman, Franklyn, Jr. | Washington Post | Post Bldg. |
| Ward, Harry | International News Service | National Press Bldg. |
| Ward, Paul W. | Baltimore Sun | National Press Bldg. |
| Warne, William E. | Associated Press | Star Bldg. |
| Warner, Albert L. | New York Herald Tribune | National Press Bldg. |
| Warren, Ernest G. | Associated Press | Star Bldg. |
| Watkins, Charles D. | Associated Press | Star Bldg. |
| Watkins, Everett C. | Indianapolis Star, Terre Haute Star | National Press Bldg. |
| Watson, Kenneth R. | Cleveland Press, Cincinnati Post, Toledo News-Bee, Columbus Citizen, Akron Press, Youngstown Telegram. | 1322 New York Ave. |
| Weil, Arthur T. | Buffalo Evening News | National Press Bldg. |
| Weir, Paul | Reuter's (Lt.) London | Star Bldg. |
| Weller, Frank I. | Associated Press | Star Bldg. |
| Wheaton, Warren | Philadelphia Public Ledger, Philadelphia Evening Public Ledger. | National Press Bldg. |
| White, William S. | Associated Press | Star Bldg. |
| Whyte, Louis E. | Washington Times | 1317 H St. |
| Wiggins, J. R. | St. Paul Pioneer Press, St. Paul Dispatch. | Albee Bldg. |
| Wight, William | Associated Press | Star Bldg. |
| Wile, Frederic William | Japan Advertiser (Tokyo, Japan), Joliet Herald-News, Washington Evening Star. | Earle Bldg. |
| Williams, Gladstone | Miami Herald, Fresno (Calif.) Bee, Modesto (Calif.) Bee, Atlanta Constitution, Sacramento Bee. | National Press Bldg. |
| Williams, James T., Jr. | Universal Service | 1317 H St. |
| Williamson, C. P. | Associated Press | Star Bldg. |
| Wilson, Duane | United Press Associations | National Press Bldg. |
| Wilson, Lyle C. | United Press Associations | National Press Bldg. |
| Wilson, Richard L. | Des Moines Register & Tribune | National Press Bldg. |
| Wilmer, Arthur C. | Hartford Courant, New Castle News | National Press Bldg. |
| Wood, Lewis | New York Times | Albee Bldg. |
| Wooton, Paul | New Orleans Times-Picayune | National Press Bldg. |
| Wright, Clarence M. | Associated Press | Star Bldg. |
| Wright, James L. | Buffalo Evening News | National Press Bldg. |
| Yates, Paul C. | International News Service | National Press Bldg. |
| Young, John Russell | Washington Star | Star Bldg. |
| Young, Marguerite | New York Daily Worker | National Press Bldg. |

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The National News Staff of The Washington Post covers . . . completely, competently, expertly . . . the activities of official and Governmental Washington.

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*Interpretative.* Behind-the-scenes, behind-the-news articles backgrounding staff daily news stories. Elliott Thurston formerly was chief Washington correspondent of New York *World*, Philadelphia *Record*.

*Capital at Large.* Raymond Clapper handles a roving assignment for The *Post* . . . daily stories on the Capital's most important news events. Fomerly manager, Washington Bureau, United Press. Covered 1920, 1924, 1928, 1932 national conventions.

*Senate.* Franklyn Waltman, Jr., winner of the Pugsley Journalistic Award, 1930, for most noteworthy work by a Washington correspondent. Formerly political writer, Baltimore *Sun;* member of *Sun* Washington Bureau, 1928-33.

*Supreme Court.* In fact, a double assignment for Martha Dalrymple—U. S. Supreme Court and important Congressional hearings. Formerly member of A. P. London Bureau, Rome correspondent of New York *Evening Post*.

*House of Representatives.* A member of The *Post* staff for many years, Robert Albright covers the Lower House of the Congress.

*White House.* Leon Dure accompanies President Roosevelt on all important trips . . . follows his activities . . . covers the executive offices daily. Formerly managing editor of the Macon *News*.

*Foreign Affairs.* From two years reportorial work in London, two in Berlin, two in Moscow to The *Post*. Kendall Foss covers the State Department and foreign affairs.

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## NEWSPAPER-OWNED OR OPERATED RADIO STATIONS IN THE U. S. AND CANADA

KTAR—Owned and operated by the Phoenix (Ariz.) Arizona Republic and The Electrical Equipment Co., Phoenix.
KMJ—Owned by James McClatchy Co., Fresno, Calif. Operated by the Fresno (Calif.) Bee.
KLX—Owned and operated by Oakland (Calif.) Tribune Building Co.
KFBK—Owned by James McClatchy Co., Sacramento, Calif. Operated by the Sacramento (Calif.) Bee.
KPO—Owned by Hale Brothers, Inc., and the Chronicle Publishing Co., San Francisco, Calif.
KWG—Owned by McClatchy Newspapers, Sacramento, Calif. Operated by Portable Wireless Telephone Co., Medico-Dental Bldg., Stockton, Calif.
WDAE—Owned by the Tampa (Fla.) Publishing Co. Operated by Tampa Daily Times.
WSB—Owned and operated by Atlanta (Ga.) Journal.
KYW—Leased by the Chicago Herald & Examiner and operated by Westinghouse Electric Co., Chicago, Ill.
WAAF—Owned and operated by the Chicago Daily Drovers Journal.
WGN—Owned and operated by WGN, Inc. (Chicago Tribune), 435 N. Michigan av., Chicago, Ill.
WLS—Owned by the Agricultural Broadcasting Co. Operated by Prairie Farmer, Chicago, Ill.
WMAQ—Owned by WMAQ, Inc. (Chicago Daily News). Managed and operated by National Broadcasting Co., Inc.
WHBF—Owned and operated by the Rock Island (Ill.) Broadcasting Co., an affiliate of the Rock Island Argus.
WTRC—Owned and operated by Truth Radio Corporation, Elkhart, Ind.
WFAM—Owned and operated by South Bend (Ind.) Tribune.
KSO—Owned and operated by the Iowa Broadcasting Co., Des Moines. Studio—Des Moines Register & Tribune Bldg.
WIBW—Owned by the Capper Publications, Topeka, Kan.
KFH—Owned and operated by Radio Station KFH Company, Inc., Wichita, Kan. (Wichita Eagle—Hotel Lassen).
WHAS—Owned and operated by the Louisville (Ky.) Courier Journal and Louisville Times.
WTAG—Owned and operated by Worcester (Mass.) Telegram Publishing Co., Inc.
WELL—Owned and operated by the Battle Creek (Mich.) Enquirer and News.
WWJ—Owned and operated by the Detroit (Mich.) News.
WDAF—Owned and operated by Kansas City (Mo.) Star Company.
KSD—Owned and operated by the St. Louis (Mo.) Post-Dispatch.
WJAG—Owned and operated by Norfolk (Neb.) News.
KOH—Owned by the McClatchy Newspapers. Operated by The Bee, Inc., at Reno, Nev.
WBEN—Owned and operated by WBEN, Inc., Buffalo, N. Y.
WESG—Operated by WESG, Inc., sponsored by Elmira (N. Y.) Star-Gazette, Inc.
WLTH—Owned and operated by The Voice of Brooklyn, Inc., Eagle Bldg., Brooklyn, N. Y.
WINS—Owned and operated by American Radio News Corp., WINS Bldg., 114 E. 58th St., New York. (Hearst Newspapers.)
WWNC—Owned and operated by Citizen Broadcasting Co., Inc., Asheville, N. C.
WSJS—Owned and operated by Winston-Salem (N. C.) Journal and Twin City Sentinel.
WKY—Owned and operated by WKY Radiaphone Co. (Oklahoma Pub. Co., Oklahoma City).
KGW—Owned and operated by the Portland (Ore.) Oregonian.
KOIN—Owned and operated by KOIN, Inc., Portland (Ore.) Oregon Journal.
WSAN—Owned by Allentown (Pa.) Call Publishing Co., Inc.
WHP—Owned and operated by WHP, Inc., Harrisburg (Pa.) Telegraph.
WQAN—Owned and operated by the Scranton (Pa.) Times.
WFBC—Owned and operated by the Greenville (S. C.) News-Piedmont Co.
WTJS—Owned and operated by the Sun Publishing Co., Jackson, Tenn.
WMC—Owned and operated by WMC, Inc., affiliated with the Memphis (Tenn.) Commercial Appeal.
WFAA—Owned and operated by the Dallas (Tex.) News and Dallas Journal.
KRLD—Owned and operated by KRLD Radio Corp. (Dallas [Tex.] Times-Herald).
WBAP—Owned and operated by Fort Worth (Tex.) Star-Telegram.
KPRC—Owned and operated by the Houston Printing Co. (Houston [Tex.] Post).
WCAX—Owned and operated by the Burlington (Vt.) Daily News.
WDEV—Owned and operated by Harry C. Whitehill in connection with the publication of the Waterbury (Vt.) Record.
WDBJ—Owned by Roanoke (Va.) Times-World. Operated by Richardson-Wayland Electrical Corp., Roanoke, Va.
WHIS—Owned and operated by Bluefield (W. Va.) Daily Telegraph.
KFIZ—Owned and operated by Fond du Lac (Wis.) Reporter Printing Co.
WISN—Owned and operated by the American Radio News Corp. (Hearst Newspapers).
WTMJ—Owned and operated by Milwaukee (Wis.) Journal.
WRJN—Owned by Racine Broadcasting Corp. Operated by the Racine (Wis.) Journal-Times.
WHBL—Owned and operated by the Sheboygan (Wis.) Press.
KGU—Owned and operated by Honolulu (T. H.) Advertiser Publishing Co.
CFAC—Owned and operated by Calgary (Alta.) Herald.
CJCJ—Owned and operated by the Calgary (Alta.) Albertan.
CJCA—Owned and operated by the Edmonton (Alta.) Journal.
CFJC—Owned and operated by Kamloops (B. C.) Sentinel.
CKCD—Owned and operated by the Vancouver (B. C.) Daily Province.
CHNS—Owned and operated by Halifax (N. S.) Herald.
CFPL—Owned and operated by the London (Ont.) Free Press.
CHLP—Owned and operated by Montreal (P. Q.) La Patrie.
CKAC—Owned and operated by La Cie, de Publication de La Presse Lteo, Cor. St. James and St. Lawrence Blvd., Montreal, Quebec.
CKCK—Owned and operated by Regina (Sask.) Leader Post Bublishing Co., Ltd.

**For complete Index to Advertisers and features in this book see last two pages.**


# FORT WORTH STAR-TELEGRAM

**A Fort Worth Owned Newspaper**

# Offers to the National Advertiser

**A Daily Net Paid Circulation of**

# 133,786

**City Zone-Carrier Delivery . . . . 48,672**
**City Dealers-Street Vendors . . . . . 3,790**
**Retail Trading Zone . . . . . 23,171**
**Total All Other 'West Texas' . . . 58,153**

**(A B C Audit, September 30, 1933)**

| A B C AUDIT | CIRCULATION | LINE RATE | MILLINE RATE |
|---|---|---|---|
| 12 Months ending March 31, 1928 | 136,477 | 29c line | 2.12 |
| 12 Months ending March 31, 1929 | 142,657 | 29c line | 2.03 |
| 12 Months ending March 31, 1930 | 140,190 | 29c line | 2.06 |
| 12 Months ending Sept. 30, 1931 | 135,548 | 29c line | 2.13 |
| 12 Months ending Sept. 30, 1932 | 137,272 | 29c line | 2.11 |
| 12 Months ending Sept. 30, 1933 | 133,786 | 29c line | 2.16 |

**Average Circulation 6 Years Ending Sept. 30, 1933, 137,655**

**Average Milline Rate—2.10**

**The Fort Worth Market Should Head Your 1934 Schedule**

# FORT WORTH STAR-TELEGRAM

MORNING EVENING SUNDAY

**AMON G. CARTER** President and Publisher
**A. L. SHUMAN** Vice Pres. and Adv. Director
**JAP NEWTON, JR.** National Adv. Mgr.

**Largest Circulation in Texas**

## Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1933

| Distribution | 267 Morning | 689 Evening | 956 Total M. & E. | 321 Sunday |
|---|---|---|---|---|
| City Circulation .... | 7,446,324 | 13,568,281 | 21,014,605 | 11,470,120 |
| Retail Zone ..... | 2,983,350 | 4,282,855 | 7,266,205 | 5,105,813 |
| City and Retail Zone | 10,429,674 | 17,851,136 | 28,280,810 | 16,575,933 |
| **Total Net Paid*...** | **13,260,780** | **20,128,354** | **33,389,134** | **23,330,694** |

## Circulations of All U. S. English-Language A.B.C. Daily Newspapers

| Distribution | 239 Morning | 622 Evening | 861 Total M. & E. | 310 Sunday |
|---|---|---|---|---|
| City Circulation ... | 7,074,311 | 12,454,511 | 19,528,822 | 11,131,721 |
| Retail Zone ..... | 2,881,253 | 4,051,814 | 6,933,067 | 5,049,361 |
| City and Retail Zone | 9,955,564 | 16,506,325 | 26,461,889 | 16,181,082 |
| All Other ..... | 2,554,878 | 1,831,985 | 4,386,863 | 6,599,593 |
| **Total Net Paid*...** | **12,521,533** | **18,540,764** | **30,972,297** | **22,780,675** |
| Bulk Circulation ... | 32,207 | 23,868 | 56,075 | 17,170 |

## Circulations of All Canadian A.B.C. Daily Newspapers

| Distribution | 19 Morning | 60 Evening | 79 Total M. & E. | 2 Sunday |
|---|---|---|---|---|
| City Circulation ... | 174,201 | 978,030 | 1,152,231 | 56,287 |
| Retail Zone ..... | 66,191 | 214,344 | 280,535 | 4,722 |
| City and Retail Zone | 240,392 | 1,192,374 | 1,432,766 | 61,009 |
| All Other ..... | 178,937 | 295,341 | 474,278 | 16,946 |
| **Total Net Paid....** | **419,329** | **1,487,715** | **1,907,044** | **77,955** |
| Bulk Circulation ... | 1,495 | 1,251 | 2,746 | 16 |

## Circulations of U. S. Foreign-Language A.B.C. Daily Newspapers

| Distribution | 8 Morning | 7 Evening | 15 Total M. & E. | 9 Sunday |
|---|---|---|---|---|
| City Circulation ... | 197,812 | 135,740 | 333,552 | 282,112 |
| Retail Zone ..... | 35,906 | 16,697 | 52,603 | 51,730 |
| City and Retail Zone | 233,718 | 152,437 | 386,155 | 333,842 |
| All Other ..... | 86,200 | 37,438 | 123,638 | 138,222 |
| **Total Net Paid....** | **319,918** | **189,875** | **509,793** | **472,064** |
| Bulk Circulation ... | ..... | 1 | 1 | ..... |

*The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English-Language A.B.C. Daily Newspapers" include totals for certain newspapers having national distribution and not reporting the circulations according to the regular breakdown. These newspapers are the *Christian Science Monitor*, Boston, and the *Investment News*, New York, N. Y. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

## Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1932

| Distribution | 278 Morning | 715 Evening | 993 Total M. & E. | 335 Sunday |
|---|---|---|---|---|
| City Circulation ... | 7,674,151 | 14,373,637 | 22,047,788 | 12,075,164 |
| Retail Zone ..... | 3,080,593 | 4,510,900 | 7,591,493 | 5,292,523 |
| City and Retail Zone | 10,754,744 | 18,884,537 | 29,639,281 | 17,367,687 |
| All Other ..... | 2,896,989 | 2,336,197 | 5,233,186 | 7,021,723 |
| **Total Net Paid*...** | **13,651,733** | **21,220,734** | **34,872,467** | **24,389,410** |
| Bulk Circulation ... | 37,694 | 26,437 | 64,132 | 18,722 |

## Circulations of All U. S. English-Language A.B.C. Daily Newspapers

| Distribution | 248 Morning | 646 Evening | 894 Total M. & E. | 321 Sunday |
|---|---|---|---|---|
| City Circulation ... | 7,265,281 | 13,156,969 | 20,422,250 | 11,584,547 |
| Retail Zone ..... | 2,965,425 | 4,262,753 | 7,228,178 | 5,215,832 |
| City and Retail Zone | 10,230,706 | 17,419,722 | 27,650,428 | 16,800,379 |
| All Other ..... | 2,631,841 | 1,976,312 | 4,608,153 | 6,787,259 |
| **Total Net Paid*...** | **12,913,353** | **19,520,700** | **32,434,053** | **23,587,638** |
| Bulk Circulation ... | 36,845 | 25,322 | 62,167 | 18,530 |

## Circulations of All Canadian A.B.C. Daily Newspapers

| Distribution | 21 Morning | 60 Evening | 81 Total M. & E. | 3 Sunday |
|---|---|---|---|---|
| City Circulation ... | 192,659 | 992,778 | 1,185,437 | 109,071 |
| Retail Zone ..... | 81,795 | 221,161 | 302,956 | 15,601 |
| City and Retail Zone | 274,454 | 1,213,939 | 1,488,393 | 124,672 |
| All Other ..... | 182,102 | 279,713 | 461,815 | 44,035 |
| **Total Net Paid*...** | **456,556** | **493,652** | **1,950,208** | **168,707** |
| Bulk Circulation ... | 849 | 1,096 | 1,945 | 192 |

## Circulations of U. S. Foreign-Language A.B.C. Dailies

| Distribution | 9 Morning | 9 Evening | 18 Total M. & E. | 11 Sunday |
|---|---|---|---|---|
| City Circulation ... | 216,211 | 223,890 | 440,101 | 381,546 |
| Retail Zone ..... | 33,773 | 26,986 | 60,759 | 61,090 |
| City and Retail Zone | 249,984 | 250,876 | 500,860 | 442,636 |
| All Other ..... | 83,046 | 80,172 | 163,218 | 190,429 |
| **Total Net Paid*...** | **333,030** | **331,048** | **664,078** | **633,065** |
| Bulk Circulation ... | ..... | 20 | 20 | ..... |

*The "Total Net Paid" for "All A.B.C. Newspapers" and for "All U. S. English-Language A.B.C. Daily Newspapers" include totals for certain newspapers having national distribution and not reporting circulations according to the regular breakdown. These newspapers are the *United States Daily*, Washington, D. C.; *Catholic Tribune*, Dubuque, Ia.; *Christian Science Monitor*, Boston, Mass., and *Investment News*, New York, N. Y. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

## Average Net Paid Circulations of All A.B.C. Newspapers as of October 1, 1931

| Distribution | 289 Morning | 734 Evening | 1,013 Total M. & E. | 339 Sunday |
|---|---|---|---|---|
| City Circulation ... | 7,959,477 | 15,182,072 | 23,141,549 | 12,218,009 |
| Suburban ..... | 3,198,954 | 4,670,814 | 7,869,768 | 5,278,309 |
| All Other ..... | 3,098,220 | 2,522,692 | 5,620,912 | 7,359,307 |
| Bulk ..... | 55,607 | 34,790 | 90,397 | 22,848 |
| **Total Net Paid*...** | **14,404,479** | **22,535,119** | **36,939,598** | **24,902,284** |

## Circulations of All U. S. English-Language A.B.C. Daily Newspapers

| Distribution | 255 Morning | 652 Evening | 907 Total M. & E. | 321 Sunday |
|---|---|---|---|---|
| City Circulation ... | 7,511,011 | 13,930,082 | 21,441,093 | 11,562,407 |
| Suburban ..... | 3,071,205 | 4,406,174 | 7,477,379 | 5,156,971 |
| All Other ..... | 2,814,505 | 2,125,798 | 4,940,303 | 7,037,237 |
| Bulk ..... | 51,313 | 33,081 | 84,394 | 22,747 |
| **Total Net Paid*...** | **13,528,359** | **20,619,886** | **34,148,245** | **23,779,362** |

## Circulations of All Canadian A.B.C. Daily Newspapers

| Distribution | 22 Morning | 63 Evening | 85 Total M. & E. | 4 Sunday |
|---|---|---|---|---|
| City Circulation ... | 208,592 | 1,014,005 | 1,222,597 | 234,720 |
| Suburban ..... | 90,655 | 235,568 | 326,223 | 54,055 |
| All Other ..... | 190,833 | 311,365 | 502,198 | 113,254 |
| Bulk ..... | 4,293 | 1,676 | 5,969 | 99 |
| **Total Net Paid....** | **494,373** | **1,562,614** | **2,056,987** | **402,128** |

## Circulations of U. S. Foreign-Language A.B.C. Dailies

| Distribution | 12 Morning | 9 Evening | 21 Total M. & E. | 14 Sunday |
|---|---|---|---|---|
| City Circulation ... | 239,874 | 237,985 | 477,859 | 420,882 |
| Suburban ..... | 37,094 | 29,072 | 66,166 | 67,283 |
| All Other ..... | 92,882 | 85,529 | 178,411 | 208,816 |
| Bulk ..... | 1 | 33 | 34 | 2 |
| **Total Net Paid*...** | **381,747** | **352,619** | **734,366** | **720,794** |

*The "Total Net Paid" for "All A.B.C. Newspapers," for "All U. S. English-Language A.B.C. Daily Newspapers" and for "U. S. Foreign-Language A.B.C. Dailies" include certain newspapers having national distribution and not reporting circulations according to the regular breakdown. These newspapers are the *United States Daily*, Washington, D. C.; *Catholic Tribune*, Dubuque, Ia.; the *Christian Science Monitor*, Boston, Mass.; and *La Prensa*, San Antonio, Tex. The "Total Net Paid" in these groups is not the arithmetical sum of the items which precede it.

## TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.

| State | Number of Papers | Total City | Retail Zone | City and Retail Zones | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|
| Alabama— | | | | | | | |
| Morning... | 3 | 31,670 | 18,381 | 50,051 | 25,318 | 75,369 | 112 |
| Evening... | 4 | 98,626 | 32,247 | 130,873 | 36,575 | 167,448 | 59 |
| Total Daily. | 7 | 130,296 | 50,628 | 180,924 | 61,893 | 242,817 | 171 |
| Sunday ... | 3 | 76,111 | 32,107 | 108,218 | 44,703 | 152,921 | 79 |
| Arizona— | | | | | | | |
| Morning... | 2 | 19,716 | 11,281 | 30,997 | 4,364 | 35,361 | 28 |
| Evening... | 1 | 7,645 | 2,568 | 10,213 | 693 | 10,906 | 7 |
| Total Daily. | 3 | 27,361 | 13,849 | 41,210 | 5,057 | 46,267 | 35 |
| Sunday ... | 2 | 21,283 | 12,655 | 33,938 | 4,940 | 38,878 | 44 |
| Arkansas— | | | | | | | |
| Morning... | 2 | 15,939 | 18,329 | 34,268 | 18,755 | 53,023 | ... |
| Evening... | 4 | 24,286 | 20,618 | 44,904 | 6,097 | 51,001 | 02 |
| Total Daily. | 6 | 40,225 | 38,947 | 79,172 | 24,852 | 104,024 | 02 |
| Sunday ... | 4 | 42,057 | 41,120 | 83,177 | 27,795 | 110,972 | 47 |
| California— | | | | | | | |
| Morning... | 16 | 473,819 | 207,175 | 680,994 | 119,524 | 800,518 | 896 |
| Evening... | 39 | 751,966 | 187,710 | 939,676 | 79,966 | 1,019,642 | 1,007 |
| Total Daily. | 55 | 1,225,785 | 394,885 | 1,620,670 | 199,490 | 1,820,160 | 1,903 |
| Sunday ... | 17 | 755,862 | 370,692 | 1,126,554 | 324,765 | 1,451,319 | 914 |
| Colorado— | | | | | | | |
| Morning... | 4 | 30,156 | 6,174 | 36,330 | 10,660 | 46,990 | 196 |
| Evening... | 7 | 96,785 | 14,092 | 110,877 | 59,936 | 170,813 | 96 |
| Total Daily. | 11 | 126,941 | 20,266 | 147,207 | 70,596 | 217,803 | 292 |
| Sunday ... | 6 | 118,769 | 22,097 | 140,866 | 215,558 | 356,424 | 110 |
| Connecticut— | | | | | | | |
| Morning... | 5 | 52,467 | 23,304 | 75,771 | 11,238 | 87,009 | 160 |
| Evening... | 13 | 160,969 | 35,503 | 196,472 | 7,641 | 204,113 | 270 |
| Total Daily. | 18 | 213,436 | 58,807 | 272,243 | 18,879 | 291,122 | 430 |
| Sunday ... | 4 | 65,510 | 31,778 | 97,288 | 44,520 | 141,808 | 28 |
| Delaware— | | | | | | | |
| Morning... | 1 | 7,018 | 1,793 | 8,811 | 1,255 | 10,066 | 8 |
| Evening... | 1 | 21,868 | 11,288 | 33,156 | 6,048 | 39,204 | ... |
| Total Daily. | 2 | 28,886 | 13,081 | 41,967 | 7,303 | 49,270 | 8 |
| Sunday ... | 1 | 6,742 | 2,045 | 8,787 | 401 | 9,188 | ... |
| District of Columbia— | | | | | | | |
| Morning... | 2 | 113,596 | 20,062 | 133,658 | 13,835 | 147,493 | 915 |
| Evening... | 3 | 236,348 | 34,116 | 270,464 | 15,169 | 285,633 | 603 |
| Total Daily. | 5 | 349,944 | 54,178 | 404,122 | 29,004 | 433,126 | 1,518 |
| Sunday ... | 3 | 221,118 | 47,836 | 268,954 | 58,319 | 327,273 | 786 |
| Florida— | | | | | | | |
| Morning... | 7 | 91,105 | 41,375 | 132,480 | 27,825 | 160,305 | 316 |
| Evening... | 10 | 84,319 | 25,215 | 109,534 | 7,930 | 117,464 | 75 |
| Total Daily. | 17 | 175,424 | 66,590 | 242,014 | 35,755 | 277,769 | 391 |
| Sunday ... | 12 | 129,354 | 55,233 | 184,587 | 34,234 | 218,821 | 444 |
| Georgia— | | | | | | | |
| Morning... | 6 | 101,998 | 78,815 | 180,813 | 45,462 | 226,275 | 512 |
| Evening... | 8 | 89,617 | 38,439 | 128,056 | 13,980 | 142,036 | 294 |
| Total Daily. | 14 | 191,615 | 117,254 | 308,869 | 59,442 | 368,311 | 806 |
| Sunday ... | 10 | 168,628 | 112,205 | 280,833 | 167,270 | 448,103 | 291 |

(*Continued on page* 120)

# TOTAL U. S. ENGLISH LANGUAGE DAILIES IN A. B. C.—Continued

| State | Number of Papers | Total City | Retail Zone | City and Retail Zones | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|
| **Territory of Hawaii—** | | | | | | | |
| Morning... | 1 | 8,211 | 4,743 | 12,954 | 181 | 13,135 | 56 |
| Evening... | 1 | 15,217 | 5,674 | 20,891 | 82 | 20,973 | 139 |
| Total Daily. | 2 | 23,428 | 10,417 | 33,845 | 263 | 34,108 | 195 |
| Sunday ... | 1 | 12,462 | 6,469 | 18,931 | 365 | 19,296 | 53 |
| **Idaho—** | | | | | | | |
| Morning... | 2 | 5,379 | 11,201 | 16,580 | 3,170 | 19,750 | 52 |
| Evening... | 4 | 7,613 | 13,131 | 20,744 | 5,079 | 25,823 | 22 |
| Total Daily. | 6 | 12,992 | 24,332 | 37,324 | 8,249 | 45,573 | 74 |
| Sunday ... | 4 | 11,020 | 20,893 | 31,913 | 7,984 | 39,897 | 70 |
| **Illinois—** | | | | | | | |
| Morning... | 8 | 708,592 | 234,636 | 943,228 | 231,602 | 1,174,830 | 3,520 |
| Evening... | 40 | 1,061,350 | 261,715 | 1,323,065 | 89,328 | 1,412,393 | 1,598 |
| Total Daily. | 48 | 1,769,942 | 496,351 | 2,266,293 | 320,930 | 2,587,223 | 5,118 |
| Sunday ... | 17 | 1,009,970 | 366,117 | 1,376,087 | 746,162 | 2,122,249 | 1,649 |
| **Indiana—** | | | | | | | |
| Morning... | 9 | 92,149 | 97,934 | 190,083 | 35,886 | 225,969 | 370 |
| Evening... | 27 | 322,048 | 159,552 | 481,600 | 51,289 | 532,889 | 575 |
| Total Daily. | 36 | 414,197 | 257,486 | 671,683 | 87,175 | 758,858 | 945 |
| Sunday ... | 14 | 194,716 | 124,823 | 319,539 | 42,119 | 361,658 | 138 |
| **Iowa—** | | | | | | | |
| Morning... | 1 | 31,767 | 43,792 | 75,559 | 48,687 | 124,246 | 199 |
| Evening... | 21 | 171,961 | 212,592 | 384,553 | 39,063 | 423,616 | 474 |
| Total Daily. | 22 | 203,728 | 256,384 | 460,112 | 87,750 | 547,862 | 673 |
| Sunday ... | 7 | 105,808 | 149,948 | 255,756 | 111,315 | 367,071 | 181 |
| **Kansas—** | | | | | | | |
| Morning... | 3 | 16,505 | 23,361 | 39,866 | 18,561 | 58,427 | 166 |
| Evening... | 14 | 87,893 | 56,325 | 144,218 | 32,369 | 176,587 | 428 |
| Total Daily. | 17 | 104,398 | 79,686 | 184,084 | 50,930 | 235,014 | 594 |
| Sunday ... | 6 | 61,752 | 54,403 | 116,155 | 44,548 | 160,703 | 229 |
| **Kentucky—** | | | | | | | |
| Morning... | 5 | 55,683 | 34,106 | 89,789 | 47,841 | 137,630 | 123 |
| Evening... | 6 | 102,907 | 36,100 | 139,007 | 14,652 | 153,659 | 336 |
| Total Daily. | 11 | 158,590 | 70,206 | 228,796 | 62,493 | 291,289 | 459 |
| Sunday ... | 7 | 109,845 | 55,190 | 165,035 | 54,324 | 219,359 | 316 |
| **Louisiana—** | | | | | | | |
| Morning... | 5 | 101,274 | 35,055 | 136,329 | 34,263 | 170,592 | 344 |
| Evening... | 5 | 93,610 | 21,390 | 115,000 | 6,390 | 121,390 | 220 |
| Total Daily. | 10 | 194,884 | 56,445 | 251,329 | 40,653 | 291,982 | 564 |
| Sunday ... | 5 | 169,081 | 52,707 | 221,788 | 70,313 | 292,101 | 286 |
| **Maine—** | | | | | | | |
| Morning... | 4 | 27,661 | 36,924 | 64,585 | 23,324 | 87,909 | 145 |
| Evening... | 3 | 29,099 | 10,452 | 39,551 | 8,573 | 48,124 | 5 |
| Total Daily. | 7 | 56,760 | 47,376 | 104,136 | 31,897 | 136,033 | 150 |
| Sunday ... | 1 | 16,830 | 9,517 | 26,347 | 16,588 | 42,935 | ... |
| **Maryland—** | | | | | | | |
| Morning... | 3 | 110,867 | 13,492 | 124,359 | 25,732 | 150,091 | 772 |
| Evening... | 5 | 316,611 | 30,822 | 347,433 | 24,580 | 372,013 | 290 |
| Total Daily. | 8 | 427,478 | 44,314 | 471,792 | 50,312 | 522,104 | 1,062 |
| Sunday ... | 3 | 278,927 | 31,997 | 310,924 | 78,689 | 389,613 | 404 |
| **Massachusetts—** | | | | | | | |
| Morning... | 8 | 507,022 | 149,488 | 656,510 | 297,091 | 953,601 | 2,467 |
| Evening... | 31 | 700,049 | 178,434 | 878,483 | 79,123 | 1,070,060 | 4,042 |
| Total Daily. | 39 | 1,207,071 | 327,922 | 1,534,993 | 376,214 | 2,023,661 | 6,509 |
| Sunday ... | 7 | 529,561 | 228,295 | 757,856 | 471,793 | 1,229,649 | 567 |
| **Michigan—** | | | | | | | |
| Morning... | 2 | 129,310 | 35,960 | 165,270 | 56,584 | 221,854 | 785 |
| Evening... | 23 | 590,597 | 203,038 | 793,635 | 76,611 | 870,246 | 779 |
| Total Daily. | 25 | 719,907 | 238,998 | 958,905 | 133,195 | 1,092,100 | 1,564 |
| Sunday ... | 10 | 514,904 | 170,802 | 685,706 | 224,515 | 910,221 | 288 |
| **Minnesota—** | | | | | | | |
| Morning... | 3 | 98,709 | 26,517 | 125,226 | 41,737 | 166,963 | 648 |
| Evening... | 14 | 289,082 | 63,771 | 352,853 | 146,710 | 499,563 | 1,664 |
| Total Daily. | 17 | 387,791 | 90,288 | 478,079 | 188,447 | 666,526 | 2,312 |
| Sunday ... | 5 | 253,455 | 37,449 | 290,904 | 175,080 | 465,984 | 544 |
| **Mississippi—** | | | | | | | |
| Morning... | 1 | 4,918 | 11,101 | 16,019 | 4,838 | 20,857 | ... |
| Evening... | 3 | 12,423 | 11,264 | 23,687 | 11,793 | 35,480 | ... |
| Total Daily. | 4 | 17,341 | 22,365 | 39,706 | 16,631 | 56,337 | ... |
| Sunday ... | 2 | 11,693 | 21,844 | 33,537 | 15,099 | 48,636 | ... |
| **Missouri—** | | | | | | | |
| Morning... | 6 | 315,220 | 109,033 | 424,253 | 156,028 | 580,281 | 1,449 |
| Evening... | 13 | 561,540 | 140,076 | 701,616 | 158,912 | 860,528 | 1,025 |
| Total Daily. | 19 | 876,760 | 249,109 | 1,125,869 | 314,940 | 1,440,809 | 2,474 |
| Sunday ... | 7 | 521,617 | 150,344 | 671,961 | 229,766 | 901,727 | 1,092 |
| **Montana—** | | | | | | | |
| Morning... | 4 | 15,933 | 13,777 | 29,710 | 8,759 | 38,469 | 83 |
| Evening... | 5 | 16,257 | 2,885 | 19,142 | 2,602 | 21,744 | ... |
| Total Daily. | 9 | 32,190 | 16,662 | 48,852 | 11,361 | 60,213 | 83 |
| Sunday ... | 4 | 25,874 | 15,696 | 41,570 | 12,341 | 53,911 | 80 |
| **Nebraska—** | | | | | | | |
| Morning... | 3 | 16,322 | 25,379 | 41,701 | 87,494 | 129,195 | 170 |
| Evening... | 8 | 107,970 | 42,017 | 149,987 | 26,244 | 176,231 | 210 |
| Total Daily. | 11 | 124,292 | 67,396 | 191,688 | 113,738 | 305,426 | 380 |
| Sunday ... | 3 | 100,206 | 40,595 | 140,801 | 113,136 | 253,937 | 77 |
| **Nevada—** | | | | | | | |
| Morning... | 1 | 1,570 | 1,134 | 2,704 | 2,329 | 5,033 | 107 |
| Evening... | 1 | 3,958 | 2,192 | 6,150 | 1,690 | 7,840 | 22 |
| Total Daily. | 2 | 5,528 | 3,326 | 8,854 | 4,019 | 12,873 | 129 |
| Sunday ... | 1 | 1,812 | 1,158 | 2,970 | 2,307 | 5,277 | 26 |
| **New Hampshire—** | | | | | | | |
| Morning... | 1 | 1,561 | 4,600 | 6,161 | 11,095 | 17,256 | 101 |
| Evening... | 2 | 20,471 | 1,916 | 22,387 | 981 | 23,368 | 42 |
| Total Daily. | 3 | 22,032 | 6,516 | 28,548 | 12,076 | 40,624 | 143 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| **New Jersey—** | | | | | | | |
| Morning... | 6 | 91,574 | 36,574 | 128,148 | 9,407 | 137,555 | 768 |
| Evening... | 17 | 441,517 | 116,594 | 558,111 | 10,580 | 568,691 | 667 |
| Total Daily. | 23 | 533,091 | 153,168 | 686,259 | 19,987 | 706,246 | 1,435 |
| Sunday ... | 5 | 135,100 | 49,269 | 184,369 | 3,477 | 187,846 | 59 |
| **New Mexico—** | | | | | | | |
| Morning... | 1 | 6,302 | 4,367 | 10,669 | 3,165 | 13,834 | 62 |
| Evening... | 1 | 5,884 | 3,329 | 9,213 | 3,795 | 13,008 | 15 |
| Total Daily. | 2 | 12,186 | 7,696 | 19,882 | 6,960 | 26,842 | 77 |
| Sunday ... | 1 | 6,598 | 4,615 | 11,213 | 3,291 | 14,504 | 27 |
| **New York—** | | | | | | | |
| Morning... | 20 | 2,429,913 | 618,106 | 3,048,019 | 404,474 | 3,463,584 | 10,156 |
| Evening... | 60 | 2,148,433 | 492,434 | 2,640,867 | 130,433 | 2,771,300 | 1,893 |
| Total Daily. | 80 | 4,578,346 | 1,110,540 | 5,688,886 | 534,907 | 6,234,884 | 12,049 |
| Sunday ... | 19 | 2,824,078 | 1,210,416 | 4,034,494 | 1,736,692 | 5,771,186 | 3,221 |
| **North Carolina—** | | | | | | | |
| Morning... | 7 | 60,481 | 70,787 | 131,268 | 40,926 | 172,194 | 149 |
| Evening... | 9 | 61,794 | 34,721 | 96,515 | 4,442 | 100,957 | 55 |
| Total Daily. | 16 | 122,275 | 105,508 | 227,783 | 45,368 | 273,151 | 204 |
| Sunday ... | 9 | 83,392 | 91,241 | 174,633 | 43,062 | 217,695 | 100 |
| **North Dakota—** | | | | | | | |
| Morning... | 2 | 2,692 | 11,238 | 13,930 | 10,269 | 24,199 | 2 |
| Evening... | 4 | 10,973 | 8,763 | 19,736 | 4,224 | 23,960 | ... |
| Total Daily. | 6 | 13,665 | 20,001 | 33,666 | 14,493 | 48,159 | 2 |
| Sunday ... | 2 | 10,425 | 13,969 | 24,394 | 11,615 | 36,009 | 81 |
| **Ohio—** | | | | | | | |
| Morning... | 6 | 185,437 | 59,737 | 245,174 | 71,206 | 316,380 | 703 |
| Evening... | 52 | 1,065,326 | 367,922 | 1,433,248 | 139,995 | 1,573,243 | 2,012 |
| Total Daily. | 58 | 1,250,763 | 427,659 | 1,678,422 | 211,201 | 1,889,623 | 2,715 |
| Sunday ... | 14 | 519,398 | 179,756 | 699,154 | 154,911 | 854,065 | 501 |
| **Oklahoma—** | | | | | | | |
| Morning... | 7 | 78,443 | 67,544 | 145,987 | 46,649 | 192,636 | 245 |
| Evening... | 10 | 111,901 | 77,801 | 189,702 | 25,976 | 215,678 | 354 |
| Total Daily. | 17 | 190,344 | 145,345 | 335,689 | 72,625 | 408,314 | 599 |
| Sunday ... | 13 | 141,257 | 115,164 | 256,421 | 63,416 | 319,837 | 569 |
| **Oregon—** | | | | | | | |
| Morning... | 2 | 40,933 | 17,394 | 58,327 | 36,021 | 94,348 | 331 |
| Evening... | 11 | 118,663 | 47,241 | 165,904 | 45,259 | 211,163 | 621 |
| Total Daily. | 13 | 159,596 | 64,635 | 224,231 | 81,280 | 305,511 | 952 |
| Sunday ... | 5 | 130,070 | 55,819 | 185,889 | 107,341 | 293,230 | 389 |
| **Pennsylvania—** | | | | | | | |
| Morning... | 18 | 442,239 | 252,285 | 694,524 | 158,681 | 853,205 | 2,582 |
| Evening... | 40 | 1,093,572 | 481,095 | 1,574,667 | 135,525 | 1,710,192 | 2,127 |
| Total Daily. | 58 | 1,535,811 | 733,380 | 2,269,191 | 294,206 | 2,563,397 | 4,709 |
| Sunday ... | 9 | 636,032 | 423,252 | 1,059,284 | 464,062 | 1,523,346 | 677 |
| **Rhode Island—** | | | | | | | |
| Morning... | 1 | 22,831 | 15,927 | 38,758 | 3,498 | 42,256 | 3 |
| Evening... | 5 | 118,813 | 42,599 | 161,412 | 5,419 | 166,831 | 32 |
| Total Daily. | 6 | 141,644 | 58,526 | 200,170 | 8,917 | 209,087 | 35 |
| Sunday ... | 2 | 52,867 | 35,656 | 88,523 | 5,728 | 94,251 | 30 |
| **South Carolina—** | | | | | | | |
| Morning... | 5 | 25,268 | 37,004 | 62,272 | 16,359 | 78,631 | 36 |
| Evening... | 5 | 30,834 | 12,388 | 43,222 | 3,116 | 46,338 | 1 |
| Total Daily. | 10 | 56,102 | 49,392 | 105,494 | 19,475 | 124,969 | 37 |
| Sunday ... | 4 | 32,486 | 35,233 | 67,719 | 17,748 | 85,467 | 42 |
| **South Dakota—** | | | | | | | |
| Morning... | 1 | 921 | 5,453 | 6,374 | 1,046 | 7,420 | ... |
| Evening... | 6 | 19,468 | 34,560 | 54,028 | 10,535 | 64,563 | 18 |
| Total Daily. | 7 | 20,389 | 40,013 | 60,402 | 11,581 | 71,983 | 18 |
| Sunday ... | 2 | 10,618 | 13,278 | 23,896 | 5,008 | 28,904 | ... |
| **Tennessee—** | | | | | | | |
| Morning... | 4 | 97,964 | 82,627 | 180,591 | 54,121 | 234,712 | 354 |
| Evening... | 7 | 131,722 | 83,325 | 215,047 | 44,991 | 260,038 | 35 |
| Total Daily. | 11 | 229,686 | 165,952 | 395,638 | 99,112 | 494,750 | 389 |
| Sunday ... | 7 | 154,517 | 112,664 | 267,181 | 72,977 | 340,158 | 285 |
| **Texas—** | | | | | | | |
| Morning... | 14 | 153,960 | 86,342 | 240,302 | 137,476 | 377,778 | 806 |
| Evening... | 21 | 366,379 | 94,177 | 460,556 | 99,272 | 559,828 | 566 |
| Total Daily. | 35 | 520,339 | 180,519 | 700,858 | 236,748 | 937,606 | 1,372 |
| Sunday ... | 20 | 367,417 | 140,335 | 507,752 | 240,480 | 748,232 | 1,462 |
| **Utah—** | | | | | | | |
| Morning... | 1 | 17,115 | 6,098 | 23,213 | 21,796 | 45,009 | 78 |
| Evening... | 3 | 29,964 | 11,072 | 41,036 | 18,983 | 60,019 | 50 |
| Total Daily. | 4 | 47,079 | 17,170 | 64,249 | 40,779 | 105,028 | 128 |
| Sunday ... | 2 | 34,461 | 12,018 | 46,479 | 27,843 | 74,322 | 75 |
| **Vermont—** | | | | | | | |
| Morning... | 2 | 7,198 | 17,271 | 24,469 | 4,019 | 28,488 | 17 |
| Evening... | 2 | 5,452 | 5,110 | 10,562 | 1,113 | 11,675 | 101 |
| Total Daily. | 4 | 12,650 | 22,381 | 35,031 | 5,132 | 40,163 | 118 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| **Virginia—** | | | | | | | |
| Morning... | 9 | 79,885 | 47,294 | 127,179 | 39,116 | 166,295 | 371 |
| Evening... | 11 | 112,912 | 25,429 | 138,341 | 25,449 | 163,790 | 220 |
| Total Daily. | 20 | 192,797 | 72,723 | 265,520 | 64,565 | 330,085 | 591 |
| Sunday ... | 8 | 91,626 | 46,875 | 138,501 | 41,152 | 179,653 | 264 |
| **Washington—** | | | | | | | |
| Morning... | 4 | 72,475 | 38,522 | 110,997 | 36,044 | 147,041 | 371 |
| Evening... | 10 | 193,124 | 77,362 | 270,486 | 43,558 | 314,044 | 547 |
| Total Daily. | 14 | 265,599 | 115,884 | 381,483 | 79,602 | 461,085 | 918 |
| Sunday ... | 6 | 154,009 | 64,727 | 218,736 | 112,517 | 331,253 | 266 |
| **West Virginia—** | | | | | | | |
| Morning... | 9 | 36,226 | 42,260 | 78,486 | 19,081 | 97,567 | 139 |
| Evening... | 9 | 45,974 | 23,698 | 69,672 | 3,940 | 73,612 | ... |
| Total Daily. | 18 | 82,200 | 65,958 | 148,158 | 23,021 | 171,179 | 139 |
| Sunday ... | 8 | 56,715 | 60,371 | 117,086 | 24,242 | 141,328 | 205 |
| **Wisconsin—** | | | | | | | |
| Morning... | 2 | 36,317 | 25,501 | 61,818 | 28,086 | 89,904 | 334 |
| Evening... | 20 | 248,759 | 151,655 | 400,414 | 61,145 | 461,559 | 270 |
| Total Daily. | 22 | 285,076 | 177,156 | 462,232 | 89,231 | 551,463 | 604 |
| Sunday ... | 6 | 149,557 | 114,833 | 264,390 | 122,693 | 387,083 | 174 |
| **Wyoming—** | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | 3 | 9,962 | 5,397 | 15,359 | 4,129 | 19,488 | ... |
| Total Daily. | 3 | 9,962 | 5,397 | 15,359 | 4,129 | 19,488 | ... |
| Sunday ... | 2 | 6,131 | 3,855 | 9,986 | 2,389 | 12,375 | ... |

## DOMINION OF CANADA

| State | Number of Papers | Total City | Retail Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|
| Alberta— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | 5 | 43,866 | 30,691 | 74,557 | 2,650 | 77,207 | 21 |
| Total Daily. | 5 | 43,866 | 30,691 | 74,557 | 2,650 | 77,207 | 21 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| British Columbia— | | | | | | | |
| Morning... | 2 | 7,462 | 5,245 | 12,707 | 1,425 | 14,132 | 22 |
| Evening... | 4 | 93,992 | 19,384 | 113,376 | 42,374 | 155,750 | 546 |
| Total Daily. | 6 | 101,454 | 24,629 | 126,083 | 43,799 | 169,882 | 568 |
| Sunday ... | 1 | 9,467 | 2,630 | 12,097 | 1,358 | 13,455 | 16 |
| Manitoba— | | | | | | | |
| Morning... | 1 | 6,534 | 227 | 6,761 | 13,349 | 20,110 | 79 |
| Evening... | 2 | 51,853 | 3,641 | 55,494 | 18,057 | 73,551 | 324 |
| Total Daily. | 3 | 58,387 | 3,868 | 62,255 | 31,406 | 93,661 | 403 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| New Brunswick— | | | | | | | |
| Morning... | 1 | 3,081 | ..... | 3,081 | 13,046 | 16,127 | ... |
| Evening... | 1 | 13,008 | ..... | 13,008 | 1,310 | 14,318 | 4 |
| Total Daily. | 2 | 16,089 | ..... | 16,089 | 14,356 | 30,445 | 4 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Nova Scotia— | | | | | | | |
| Morning... | 2 | 5,517 | ..... | 5,517 | 32,784 | 38,301 | 868 |
| Evening... | 4 | 26,453 | 3,756 | 30,209 | 16,042 | 46,251 | 54 |
| Total Daily. | 6 | 31,970 | 3,756 | 35,726 | 48,826 | 84,552 | 922 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Ontario— | | | | | | | |
| Morning... | 6 | 102,509 | 47,493 | 150,002 | 92,446 | 242,448 | 390 |
| Evening... | 28 | 439,789 | 109,139 | 548,928 | 94,153 | 643,081 | 192 |
| Total Daily. | 34 | 542,298 | 156,632 | 698,930 | 186,599 | 885,529 | 582 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Prince Edward Island— | | | | | | | |
| Morning... | 1 | 1,442 | 4,170 | 5,612 | 408 | 6,020 | ... |
| Evening... | 1 | 1,978 | 1,561 | 3,539 | 166 | 3,705 | ... |
| Total Daily. | 2 | 3,420 | 5,731 | 9,151 | 574 | 9,725 | ... |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Quebec— | | | | | | | |
| Morning... | 3 | 45,312 | 2,293 | 47,605 | 17,333 | 64,938 | 12 |
| Evening... | 10 | 280,999 | 31,335 | 312,334 | 113,654 | 425,988 | 21 |
| Total Daily. | 13 | 326,311 | 33,628 | 359,939 | 130,987 | 490,926 | 33 |
| Sunday ... | 1 | 46,820 | 2,092 | 48,912 | 15,588 | 64,500 | ... |
| Saskatchewan— | | | | | | | |
| Morning... | 3 | 2,344 | 6,763 | 9,107 | 8,146 | 17,253 | 124 |
| Evening... | 5 | 26,092 | 14,837 | 40,929 | 6,935 | 47,864 | 89 |
| Total Daily. | 8 | 28,436 | 21,600 | 50,036 | 15,081 | 65,117 | 213 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |

## FOREIGN LANGUAGE NEWSPAPERS—U. S.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| California— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Total Daily. | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Illinois— | | | | | | | |
| Morning... | 1 | 15,488 | 298 | 15,786 | 14,422 | 30,208 | ... |
| Evening... | 2 | 44,966 | 5,172 | 50,138 | 8,062 | 58,200 | ... |
| Total Daily. | 3 | 60,454 | 5,470 | 65,924 | 22,484 | 88,408 | ... |
| Sunday ... | 2 | 35,426 | 3,445 | 38,871 | 20,836 | 59,707 | ... |
| Michigan— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | 1 | 12,956 | 662 | 13,618 | 261 | 13,879 | ... |
| Total Daily. | 1 | 12,956 | 662 | 13,618 | 261 | 13,879 | ... |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| New Hampshire— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | 1 | 2,038 | 187 | 2,225 | 184 | 2,409 | 1 |
| Total Daily. | 1 | 2,038 | 187 | 2,225 | 184 | 2,409 | 1 |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| New York— | | | | | | | |
| Morning... | 7 | 182,324 | 35,608 | 217,932 | 71,778 | 289,710 | ... |
| Evening... | 3 | 75,780 | 10,676 | 86,456 | 28,931 | 115,387 | ... |
| Total Daily. | 10 | 258,104 | 46,284 | 304,388 | 100,709 | 405,097 | ... |
| Sunday ... | 7 | 246,686 | 48,285 | 294,971 | 117,386 | 412,357 | ... |
| Rhode Island— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Total Daily. | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Texas— | | | | | | | |
| Morning... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Evening... | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Total Daily. | .. | ..... | ..... | ..... | ..... | ..... | ... |
| Sunday ... | .. | ..... | ..... | ..... | ..... | ..... | ... |

## TOTALS OF ALL A.B.C. DAILIES

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Morning..... | 267 | 7,446,324 | 2,983,350 | 10,429,674 | 2,831,106 | 13,260,780 | 33,702 |
| Evening..... | 689 | 13,568,281 | 4,282,855 | 17,851,136 | 2,164,764 | 20,128,354 | 25,120 |
| Total Daily... | 956 | 21,014,605 | 7,266,205 | 28,280,810 | 4,995,870 | 33,389,134 | 58,820 |
| Sunday ..... | 321 | 11,470,120 | 5,105,813 | 16,575,933 | 6,754,762 | 23,330,694 | 17,186 |

## TOTALS OF U S. ENGLISH-LANGUAGE DAILIES IN A.B.C.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Grand Total | | | | | | | |
| Morning... | 239 | 7,074,311 | 2,881,253 | 9,955,564 | 2,554,878 | *12,521,533 | 32,207 |
| Evening... | 622 | 12,454,511 | 4,051,814 | 16,506,325 | 1,831,985 | †18,450,764 | 23,868 |
| Total Daily. | 861 | 19,528,822 | 6,933,067 | 26,461,889 | 4,386,863 | 30,972,297 | 56,075 |
| Sunday ... | 310 | 11,131,721 | 5,049,361 | 16,181,082 | 6,599,593 | 22,780,675 | 17,170 |
| * Includes Nat. Distribution | | | | | | 11,091 | 4 |
| † Includes Nat. Distribution | | | | | | 112,454 | 3,613 |

## TOTALS OF CANADIAN DAILIES IN A.B.C.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Grand Total— | | | | | | | |
| Morning... | 19 | 174,201 | 66,191 | 240,392 | 178,937 | 419,329 | 1,495 |
| Evening... | 60 | 978,030 | 214,344 | 1,192,374 | 295,341 | 1,487,715 | 1,251 |
| Total Daily. | 79 | 1,152,231 | 280,535 | 1,432,766 | 474,278 | 1,907,044 | 2,746 |
| Sunday ... | 2 | 56,287 | 4,722 | 61,009 | 16,946 | 77,955 | 16 |

## TOTALS OF U. S. FOREIGN LANGUAGE DAILIES IN A.B.C.

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Grand Total— | | | | | | | |
| Morning... | 8 | 197,812 | 35,906 | 233,718 | 86,200 | 319,918 | ... |
| Evening... | 7 | 135,740 | 16,697 | 152,437 | 37,438 | 189,875 | 1 |
| Total Daily. | 15 | 333,552 | 52,603 | 386,155 | 123,638 | 509,793 | 1 |
| Sunday ... | 9 | 282,112 | 51,730 | 333,842 | 138,222 | 472,064 | ... |

## CITY, RETAIL, ALL OTHER TOTAL NET PAID AND BULK—A.B.C. NEWSPAPERS

### ALABAMA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Birmingham .... | Age-Herald ..... | (m) | 13,034 | 4,481 | 17,515 | 18,105 | 35,620 | 98 |
| | *News* ..... | (e) | 45,075 | 10,112 | 55,187 | 19,431 | 74,618 | 50 |
| | Total Daily ..... | (me) | 58,109 | 14,593 | 72,702 | 37,536 | 110,238 | 148 |
| | Sunday edition ... | (S) | 47,238 | 14,392 | 61,630 | 34,042 | 95,672 | 63 |
| | *Post* ..... | (e) | 31,644 | 12,567 | 44,211 | 10,399 | 54,610 | ... |
| Mobile ..... | *Press* ..... | (e) | 13,386 | 4,545 | 17,931 | 2,281 | 20,212 | ... |
| | Register ..... | (m) | 9,005 | 5,655 | 14,660 | 2,484 | 17,144 | ... |
| | Total Daily ..... | (me) | 22,391 | 10,200 | 32,591 | 4,765 | 37,356 | ... |
| | Sunday edition ... | (S) | 17,652 | 10,512 | 28,164 | 5,914 | 34,078 | ... |
| Montgomery .... | Advertiser ..... | (m) | 9,631 | 8,245 | 17,876 | 4,729 | 22,605 | 14 |
| | Sunday edition ... | (S) | 11,221 | 7,203 | 18,424 | 4,747 | 23,171 | 16 |
| | *Journal & Times*..... | (c) | 8,521 | 5,023 | 13,544 | 4,464 | 18,008 | 9 |

### ARIZONA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Phoenix ..... | Arizona Republic .. | (m) | 14,483 | 9,956 | 24,439 | 3,700 | 28,139 | 8 |
| | *Gazette* ..... | (e) | 7,645 | 2,568 | 10,213 | 693 | 10,906 | 7 |
| | Total Daily ..... | (me) | 22,128 | 12,524 | 34,652 | 4,393 | 39,045 | 15 |
| | Sunday edition ... | (S) | 15,827 | 11,300 | 27,127 | 4,254 | 31,381 | 29 |
| Tucson ..... | *Citizen* ..... | (e) | Statement in Correspondence. | | | | | |
| | Arizona Star ..... | (m) | 5,253 | 1,325 | 6,558 | 664 | 7,222 | 20 |
| | Sunday edition ... | (S) | 5,456 | 1,355 | 6,811 | 686 | 7,497 | 15 |

### ARKANSAS

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Fort Smith ..... | Southwest American.. | (m) | 2,264 | 4,371 | 6,635 | 6,149 | 12,784 | ... |
| | *Times-Record* ..... | (e) | 3,417 | 3,372 | 6,789 | 101 | 6,890 | ... |
| | Total Daily ..... | (me) | 5,681 | 7,743 | 13,424 | 6,250 | 19,674 | ... |
| | Sunday edition ... | (S) | 6,716 | 7,230 | 13,946 | 6,020 | 19,966 | ... |
| Little Rock ..... | *Arkansas Democrat*... | (x) | 13,513 | 10,958 | 24,471 | 5,132 | 29,603 | 2 |
| | Saturday edition... | (y) | 12,925 | 9,059 | 21,984 | 3,076 | 25,060 | 1 |
| | Sunday edition ... | (S) | 14,172 | 15,488 | 29,660 | 7,425 | 37,085 | 47 |
| | Arkansas Gazette ... | (m) | 13,675 | 13,958 | 27,633 | 12,606 | 40,239 | ... |
| | Sunday edition ... | (S) | 16,996 | 14,810 | 31,806 | 13,868 | 45,674 | ... |
| Pine Bluff ..... | *Commercial* ..... | (e) | 3,262 | 2,826 | 6,188 | 400 | 6,588 | ... |
| Texarkana ..... | *Press* ..... | (e) | 3,994 | 3,462 | 7,456 | 464 | 7,920 | ... |
| | Sunday edition ... | (S) | 4,173 | 3,592 | 7,765 | 482 | 8,247 | ... |

### CALIFORNIA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Alhambra ..... | *Post-Advocate* ..... | (e) | 4,044 | 2,065 | 6,109 | 81 | 6,190 | ... |
| Anaheim ..... | *Bulletin* ..... | (e) | 1,690 | 1,106 | 2,796 | 93 | 2,889 | 51 |
| Bakersfield ..... | *Californian* ..... | (e) | 5,755 | 4,739 | 10,494 | 360 | 10,854 | ... |
| Berkeley ..... | *Gazette* ..... | (e) | 7,713 | ... | 7,713 | 382 | 8,095 | ... |
| Chico ..... | *Enterprise* ..... | (e) | 1,612 | 875 | 2,487 | 147 | 2,634 | ... |
| | Record ..... | (m) | 1,064 | 707 | 1,771 | 188 | 1,959 | ... |
| | Sunday edition ... | (S) | 1,068 | 707 | 1,775 | 188 | 1,963 | ... |
| Culver City .... | *Star-News* ..... | (e) | 1,308 | 823 | 2,131 | 54 | 2,185 | ... |
| Eureka ..... | *Humboldt Standard* .. | (e) | 2,425 | 1,704 | 4,129 | 549 | 4,678 | 17 |
| | Humboldt Times ... | (m) | 1,928 | 1,730 | 3,658 | 1,095 | 4,753 | 19 |
| | Sunday edition ... | (S) | 2,341 | 1,916 | 4,257 | 1,158 | 5,415 | 18 |
| Fresno ..... | *Bee-Republican* ..... | (e) | 12,817 | 11,582 | 24,399 | 12,755 | 37,154 | 38 |
| | Sunday edition ... | (S) | 12,031 | 11,603 | 23,634 | 12,854 | 36,488 | 25 |
| Glendale ..... | *News-Press* ..... | (e) | 11,225 | 861 | 12,086 | 124 | 12,210 | 1 |
| Hollywood ..... | *Citizen-News* ..... | (e) | 16,812 | ... | 16,812 | 8,558 | 25,370 | 34 |
| Huntington ..... | *Signal* ..... | (e) | 3,267 | 1,334 | 4,601 | 61 | 4,662 | 32 |
| Long Beach ..... | *Press-Telegram** ... | (em) | 31,486 | 7,936 | 39,422 | 2,420 | 41,842 | 3 |
| | Sun* ..... | (m) | 11,926 | 950 | 12,876 | 99 | 12,975 | ... |
| | Total Daily ..... | (me) | 43,412 | 8,886 | 52,298 | 2,519 | 54,817 | 3 |
| | Sunday edition ... | (S) | 38,524 | 9,083 | 47,607 | 2,641 | 50,248 | ... |
| Los Angeles ..... | Examiner ..... | (m) | 115,398 | 38,787 | 154,185 | 27,046 | 181,231 | ... |
| | Sunday edition ... | (S) | 238,448 | 89,814 | 328,262 | 89,172 | 417,434 | ... |
| | *Herald & Express* ... | (e) | 209,561 | 42,922 | 252,483 | 11,090 | 263,573 | ... |
| | Illustrated News ... | (m) | 59,965 | 11,901 | 71,866 | 1,849 | 73,715 | ... |
| | *Record* ..... | (e) | 34,431 | 5,520 | 39,951 | 852 | 40,803 | ... |
| | Times ..... | (m) | 97,519 | 49,833 | 147,352 | 22,503 | 169,855 | ... |
| | Sunday edition ... | (S) | 143,328 | 67,891 | 211,219 | 37,370 | 248,589 | ... |
| Marysville ..... | *Appeal-Democrat* .... | (e) | 2,023 | 3,316 | 5,339 | 398 | 5,737 | ... |
| Modesto ..... | Bee ..... | (m) | 62 | 1,880 | 1,942 | 33 | 1,975 | ... |
| | *Bee* ..... | (e) | 3,524 | 4,347 | 7,871 | 190 | 8,061 | ... |
| | Total Daily ..... | (me) | 3,586 | 6,227 | 9,813 | 223 | 10,036 | ... |
| | Sunday edition ... | (S) | 70 | 1,879 | 1,949 | 34 | 1,983 | ... |
| Monrovia ..... | *News-Post* ..... | (e) | 1,393 | ... | 1,393 | 45 | 1,438 | ... |
| Oakland ..... | *Post-Enquirer* ..... | (e) | 44,150 | 7,071 | 51,221 | 1,851 | 53,072 | 37 |
| | *Tribune* ..... | (e) | 50,336 | 11,754 | 62,090 | 9,990 | 72,080 | 66 |
| | Sunday edition ... | (S) | 50,297 | 10,719 | 61,016 | 11,271 | 72,287 | 45 |
| Pasadena ..... | *Star-News* ..... | (e) | 19,522 | 2,336 | 21,858 | 629 | 22,487 | 19 |
| | Post ..... | (m) | 18,718 | 2,303 | 21,021 | 613 | 21,634 | ... |
| | Sunday edition ... | (S) | 18,731 | 2,306 | 21,037 | 605 | 21,642 | 11 |
| Pomona ..... | *Progress-Bulletin* ... | (e) | 5,084 | 1,346 | 6,430 | 122 | 6,552 | ... |
| Redondo Beach .. | *Breeze* ..... | (e) | 1,380 | 704 | 2,084 | ... | 2,084 | ... |
| Riverside ..... | *Press* ..... | (e) | 5,436 | 957 | 6,393 | 484 | 6,877 | 9 |
| Sacramento ..... | *Bee* ..... | (e) | 23,833 | 12,719 | 36,543 | 13,432 | 49,975 | 62 |
| | *Union* ..... | (m) | 7,489 | 2,084 | 9,573 | 492 | 10,065 | 142 |
| | Sunday edition ... | (S) | 9,280 | 2,247 | 11,527 | 541 | 12,068 | 85 |
| San Bernardino .. | Sun ..... | (m) | 4,532 | 4,800 | 9,332 | 685 | 10,017 | 8 |
| | Sunday edition ... | (S) | 4,724 | 4,882 | 9,606 | 688 | 10,294 | ... |
| | *Telegram* ..... | (e) | 2,357 | 182 | 2,539 | 39 | 2,578 | ... |
| San Diego ..... | *Sun** ..... | (e) | 14,688 | 2,490 | 17,178 | 232 | 17,410 | 105 |
| | Union* ..... | (m) | 20,873 | 3,017 | 23,890 | 1,639 | 25,529 | 188 |
| | *Tribune** ..... | (e) | 23,916 | 2,891 | 26,807 | 371 | 27,178 | 132 |
| | Total Daily ..... | (me) | 44,789 | 5,908 | 50,697 | 2,010 | 52,707 | 320 |
| | Sunday edition ... | (S) | 31,350 | 4,371 | 35,721 | 2,082 | 37,803 | 228 |
| San Francisco ... | *Call-Bulletin* ..... | (e) | 84,445 | 23,443 | 107,888 | 8,686 | 116,574 | 192 |
| | Chronicle ..... | (m) | 37,064 | 33,981 | 71,045 | 23,764 | 94,809 | 373 |
| | Sunday edition ... | (S) | 49,007 | 44,568 | 93,575 | 40,981 | 134,556 | 348 |
| | Examiner ..... | (m) | 79,250 | 48,491 | 127,741 | 36,266 | 164,007 | 160 |
| | Sunday edition ... | (S) | 132,731 | 110,900 | 243,631 | 120,990 | 364,621 | 150 |
| | *News* ..... | (e) | 69,532 | 9,754 | 79,286 | 1,548 | 80,834 | 76 |
| San Jose ..... | Mercury-Herald .... | (m) | 11,164 | 5,937 | 17,101 | 800 | 17,901 | 3 |
| | Sunday edition ... | (S) | 11,793 | 6,035 | 17,828 | 943 | 18,771 | 2 |
| | *News* ..... | (e) | 8,358 | 3,802 | 12,160 | 121 | 12,281 | 40 |
| San Pero ..... | *News-Pilot* ..... | (e) | 8,407 | 1,557 | 9,964 | 143 | 10,107 | ... |
| Santa Ana ..... | *Register* ..... | (e) | 6,426 | 4,857 | 11,283 | 126 | 11,409 | 14 |
| Santa Barbara ... | *News* ..... | (e) | 6,339 | 1,075 | 7,414 | 904 | 8,318 | 2 |
| | Press ..... | (m) | 3,408 | 774 | 4,182 | 1,646 | 5,828 | 3 |
| | Total Daily ..... | (me) | 9,747 | 1,849 | 11,596 | 2,550 | 14,146 | 3 |
| | Sunday edition ... | (S) | 8,703 | 1,771 | 10,474 | 2,441 | 12,915 | 2 |
| Santa Monica .... | *Outlook* ..... | (e) | 8,438 | 1,750 | 10,188 | 104 | 10,292 | ... |
| Stockton ..... | *Record* ..... | (e) | 10,232 | 5,975 | 16,207 | 2,538 | 18,745 | 67 |
| Vallejo ..... | *Chronicle* ..... | (e) | 3,442 | ... | 3,442 | 83 | 3,525 | ... |
| | Times-Herald ..... | (m) | 3,459 | ... | 3,459 | 806 | 4,265 | ... |
| | Total Daily ..... | (me) | 6,901 | ... | 6,901 | 889 | 7,790 | ... |
| | Sunday edition ... | (S) | 3,436 | ... | 3,436 | 806 | 4,242 | ... |
| Ventura ..... | *County Star* ..... | (e) | 2,649 | 2,041 | 4,690 | 136 | 4,826 | ... |
| Visalia ..... | *Times-Delta* ..... | (e) | 1,158 | 996 | 2,154 | 97 | 2,251 | ... |
| Woodland ..... | *Democrat* ..... | (e) | 752 | 889 | 1,641 | 171 | 1,812 | 12 |

## EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(e) Evening, except Sunday.
(f) Friday only.
(j) Thursday only.
(k) Saturday morning, only.
(l) Morning, except Saturday.
(m) Morning, except Sunday.
(S) Sunday only.
(x) Evening, except Saturday and Sunday.
(y) Saturday evening, only.
(v) Evening, except Wednesday.
(w) Wednesday only.

Roman type indicates morning newspapers. *Italic* type indicates evening newspapers.

*Asterisk after paper's name denotes statement for three months ending September 30, 1933.

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

### COLORADO

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Boulder | *Camera* | (e) | 2.193 | 246 | 2.439 | 287 | 2.726 | 5 |
| Colorado Springs | Gazette | (m) | 3,874 | 553 | 4,427 | 229 | 4,656 | ... |
| | *Telegraph* | (e) | 6.750 | 282 | 7,032 | 130 | 7,162 | ... |
| | Total Daily | (me) | 10,624 | 835 | 11.459 | 359 | 11,818 | ... |
| | Sunday edition | (S) | 9,762 | 802 | 10,564 | 472 | 11,036 | ... |
| Denver | *Post* | (e) | 73.354 | 7.235 | 80.589 | 57.155 | 137.744 | 63 |
| | Sunday edition | (S) | 72.417 | 10.726 | 83.143 | 195.394 | 278.537 | 16 |
| | Rocky Mntn. News | (m) | 22.451 | 1.817 | 24,268 | 9,604 | 33,872 | 96 |
| | Sunday edition | (S) | 21.706 | 2.467 | 24.173 | 16.484 | 40,657 | 33 |
| Fort Collins | *Express-Courier* | (e) | 2.199 | 1.310 | 3,509 | 333 | 3.842 | ... |
| | Sunday edition | (S) | 2.225 | 1.312 | 3.537 | 342 | 3.879 | ... |
| Grand Junction | *Sentinel* | (e) | 1,937 | 2.955 | 4.892 | 459 | 5.351 | 26 |
| | Sunday edition | (S) | 1.938 | 2.975 | 4.913 | 468 | 5.381 | 26 |
| Greeley | Tribune | (m) | ... | 2,046 | 2.046 | 1 | 2,047 | ... |
| | *Republican* | (e) | 1,967 | 482 | 2.449 | 452 | 2.901 | ... |
| | Total Daily | (me) | 1.967 | 2.528 | 4.495 | 453 | 4.948 | ... |
| Pueblo | Chieftain | (m) | 3,831 | 1.758 | 5.589 | 826 | 6,415 | 100 |
| | *Star-Journal* | (e) | 8.385 | 1.582 | 9.967 | 1.120 | 11,087 | 2 |
| | Total Daily | (me) | 12.216 | 3.340 | 15.556 | 1.946 | 17.502 | 102 |
| | Sunday edition | (S) | 10.721 | 3.815 | 14.536 | 2.398 | 16.934 | 35 |

### CONNECTICUT

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Ansonia | *Sentinel* | (e) | 6,619 | ... | 6,619 | 135 | 6,754 | ... |
| Bridgeport | Herald | (S) | 10,999 | 5,473 | 16,472 | 31,354 | 47,826 | ... |
| | *Post* | (e) | 21,554 | 2,304 | 23,858 | 386 | 24,244 | 8 |
| | Telegram | (m) | 10,724 | 1,857 | 12,581 | 465 | 13,046 | 4 |
| | Total Daily | (me) | 32,278 | 4,161 | 36,439 | 851 | 37,290 | 12 |
| | Sunday edition | (S) | 18,294 | 1,877 | 20,171 | 268 | 20,439 | 2 |
| | *Times-Star* | (e) | 25,587 | 4,542 | 30,129 | 1,242 | 31,371 | 58 |
| Hartford | Courant | (m) | 16,355 | 12,360 | 28,715 | 7,592 | 36,307 | 135 |
| | Sunday edition | (S) | 25,330 | 19,753 | 45,083 | 11,202 | 56,285 | 25 |
| | *Times* | (e) | 43,396 | 7,971 | 51,367 | 3,324 | 54,691 | 73 |
| Manchester | *Herald* | (e) | 4,371 | 153 | 4,524 | 105 | 4,629 | ... |
| Meriden | *Journal* | (e) | 5,207 | 792 | 5,999 | 125 | 6,124 | 13 |
| | Record | (m) | 5,087 | 2,389 | 7,476 | 397 | 7,873 | 21 |
| Middletown | *Press* | (e) | 4,756 | 3,541 | 8,297 | 267 | 8,564 | ... |
| New Britain | *Herald** | (e) | 10,568 | 2,664 | 13,232 | 355 | 13,587 | 9 |
| New Haven | Journal-Courier* | (m) | 13,753 | 3,074 | 16,827 | 468 | 17,295 | ... |
| New London | *Day** | (e) | 7,094 | 6,041 | 13,135 | 651 | 13,786 | 1 |
| Norwalk | *Hour* | (e) | 5,976 | 1,090 | 7,066 | 103 | 7,169 | ... |
| Stamford | *Advocate* | (e) | 7,650 | 2,862 | 10,512 | 344 | 10,856 | ... |
| Waterbury | *Democrat* | (e) | 7,687 | 783 | 8,470 | 241 | 8,711 | 108 |
| | Republican | (m) | 6,548 | 3,624 | 10,172 | 2,316 | 12,488 | ... |
| | *American* | (e) | 10,504 | 2,760 | 13,264 | 363 | 13,627 | ... |
| | Total Daily | (me) | 17,052 | 6,384 | 23,436 | 2,679 | 26,115 | ... |
| | Sunday edition | (S) | 10,887 | 4,675 | 15,562 | 1,696 | 17,258 | 1 |

### DELAWARE

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Wilmington | *Journal & Every Evening* | (e) | 21.868 | 11.288 | 33,156 | 6,048 | 39.204 | ... |
| | News | (m) | 7.018 | 1.793 | 8,811 | 1.255 | 10,066 | 8 |
| | Sunday Star | (S) | 6.742 | 2.045 | 8.787 | 401 | 9.188 | ... |

### DISTRICT OF COLUMBIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Washington | Herald | (m) | 72.519 | 13.143 | 85.662 | 8.588 | 94.250 | 265 |
| | Sunday edition | (S) | 82.641 | 19.547 | 102.188 | 44.927 | 147.115 | 95 |
| | *News* | (e) | 64.158 | 2.295 | 66.453 | 630 | 67.083 | 59 |
| | Post | (m) | 41.077 | 6.919 | 47.996 | 5.247 | 53.243 | 650 |
| | Sunday edition | (S) | 43.590 | 8.598 | 52.188 | 7.268 | 59.456 | 348 |
| | *Star* | (e) | 92.522 | 15.405 | 107.927 | 4.397 | 112.324 | 449 |
| | Sunday edition | (S) | 94.887 | 19.691 | 114.578 | 6.124 | 120.702 | 343 |
| | *Times* | (e) | 79.668 | 16.416 | 96.084 | 10.142 | 106.226 | 95 |

### FLORIDA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Daytona Beach | *News-Journal* | (e) | 3.085 | 1.281 | 4,366 | 245 | 4.611 | ... |
| | Sunday edition | (S) | 3,129 | 1,300 | 4,429 | 268 | 4,697 | ... |
| | *Sun-Record* | (e) | 1.966 | 693 | 2,659 | 148 | 2.807 | 1 |
| | Sunday edition | (S) | 1.978 | 707 | 2,685 | 149 | 2.834 | ... |
| Jacksonville | *Journal* | (e) | 22.282 | 5.450 | 27.732 | 2,433 | 30,165 | 18 |
| | Times-Union | (m) | 24.831 | 14.930 | 39.761 | 10.600 | 50.361 | 178 |
| | Sunday edition | (S) | 26.688 | 16.239 | 42.927 | 11.903 | 54.830 | 173 |
| Lakeland | *Ledger & Star-Telegram** | (e) | 3,442 | 2,385 | 5,827 | 195 | 6,022 | ... |
| | Sunday edition | (S) | 3,515 | 2,532 | 6,047 | 206 | 6,253 | ... |
| Miami | Herald | (m) | 27,476 | 3,519 | 30,995 | 6,655 | 37,650 | 80 |
| | Sunday edition | (S) | 27,097 | 3,627 | 30,724 | 7,224 | 37,948 | 106 |
| | *News* | (e) | 20,276 | 3,231 | 23,507 | 2,693 | 26,200 | 46 |
| | Sunday edition | (S) | 17,189 | 3,041 | 20,230 | 2,613 | 22,843 | 50 |
| Orlando | Sentinel* | (m) | 3,935 | 1,943 | 5,878 | 316 | 6,194 | ... |
| | *Reporter-Star** | (e) | 3,769 | 1,155 | 4,924 | 259 | 5,183 | ... |
| | Sunday edition | (S) | 6,470 | 2,993 | 9,463 | 566 | 10,029 | ... |
| Pensacola | Journal | (m) | 3,999 | 1,907 | 5,906 | 1,802 | 7,708 | ... |
| | *News* | (e) | 4,432 | 1,414 | 5,846 | 669 | 6,515 | ... |
| | Total Daily | (me) | 8,431 | 3,221 | 11,752 | 2,471 | 14,223 | ... |
| | Sunday edition | (S) | 5,410 | 2,407 | 7,817 | 2,059 | 9,876 | ... |
| St. Petersburg | *Independent* | (e) | 7,195 | 1,088 | 8,283 | 426 | 8,709 | 9 |
| | Times | (m) | 8,596 | 979 | 9,575 | 720 | 10,295 | 58 |
| | Sunday edition | (S) | 10,171 | 1,221 | 11,392 | 1,022 | 12,414 | 114 |
| Tampa | *Times* | (e) | 14,509 | 6,772 | 21,281 | 754 | 22,035 | ... |
| | Tribune | (m) | 17,726 | 16,221 | 33,947 | 7,452 | 41,399 | ... |
| | Sunday edition | (S) | 19,830 | 17,444 | 37,274 | 7,760 | 45,034 | ... |
| West Palm Beach | Post | (m) | 4,542 | 1,876 | 6,418 | 280 | 6,698 | ... |
| | Sunday edition | (S) | 4,522 | 1,877 | 6,399 | 300 | 6,699 | ... |
| | *Times* | (e) | 3,363 | 1,746 | 5,109 | 108 | 5,217 | 1 |
| | Sunday edition | (S) | 3,355 | 1,845 | 5,200 | 164 | 5,364 | 1 |

### GEORGIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Albany | *Herald* | (e) | 2.100 | 2,128 | 4.228 | 234 | 4,462 | ... |
| Athens | *Banner-Herald* | (e) | 2.040 | 613 | 2,653 | 127 | 2.780 | 10 |
| | Sunday edition | (S) | 2.054 | 610 | 2,664 | 127 | 2.791 | 10 |
| Atlanta | Constitution | (m) | 40,385 | 30,045 | 70,430 | 14,353 | 84,783 | 308 |
| | Sunday edition | (S) | 39,448 | 29,641 | 69,089 | 27,180 | 96,269 | 39 |
| | *Georgian-American* | (e) | 42,120 | 23,062 | 65,182 | 10,957 | 76,139 | 172 |
| | Sunday edition | (S) | 38,063 | 24,274 | 62,337 | 81,573 | 143,910 | 91 |
| | *Journal* | (e) | 34,952 | 22,180 | 57,132 | 20,957 | 78,089 | 140 |
| | Sunday edition | (S) | 35,491 | 22,860 | 58,351 | 47,770 | 106,121 | ... |
| Augusta | Chronicle | (m) | 6,924 | 7,508 | 14,432 | 1,089 | 15,521 | ... |
| | Sunday edition | (S) | 7,188 | 7,758 | 14,946 | 1,127 | 16,073 | ... |
| | *Herald* | (e) | 8,320 | 4,984 | 13,304 | 1,444 | 14,748 | 84 |
| | Sunday edition | (S) | 8,263 | 4,973 | 13,236 | 1,440 | 14,676 | 73 |
| Columbus | Enquirer* | (m) | 2,127 | 2,701 | 4,828 | 478 | 5,306 | 18 |
| | *Ledger** | (e) | 10,109 | 1,115 | 11,224 | 186 | 11,410 | 18 |
| | Total Daily | (me) | 12,236 | 3,816 | 16,052 | 664 | 16,716 | 36 |
| | Sunday edition | (S) | 12,335 | 4,019 | 16,354 | 687 | 17,041 | 18 |
| Macon | Telegraph | (m) | 7,336 | 7,828 | 15,164 | 6,792 | 21,956 | 40 |
| | *News* | (e) | 6,852 | 2,470 | 9,322 | 520 | 9,842 | 4 |
| | Total Daily | (me) | 14,188 | 10,298 | 24,486 | 7,312 | 31,798 | 44 |
| | Sunday edition | (S) | 11,586 | 7,740 | 19,326 | 5,394 | 24,720 | 54 |
| Rome | *News-Tribune** | (e) | 3,363 | 1,760 | 5,123 | 222 | 5,345 | ... |
| | Sunday edition | (S) | 3,401 | 1,758 | 5,159 | 220 | 5,379 | ... |
| Savannah | Morning News | (m) | 10,274 | 8,553 | 18,827 | 1,793 | 20,620 | 6 |
| | Sunday edition | (S) | 10,799 | 8,572 | 19,371 | 1,752 | 21,123 | 6 |
| | *Press* | (e) | 14,713 | 2,307 | 17,020 | 290 | 17,310 | 6 |

### TERRITORY OF HAWAII

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Honolulu | Advertiser | (m) | 8,211 | 4,743 | 12,954 | 181 | 13,135 | 56 |
| | Sunday edition | (S) | 12,462 | 6,469 | 18,931 | 365 | 19,296 | 53 |
| | *Star-Bulletin* | (e) | 15,217 | 5,674 | 20,891 | 82 | 20,973 | 139 |

### IDAHO

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Boise | *Capital-News* | (e) | 2,985 | 6,876 | 9,861 | 4,746 | 14,607 | ... |
| | Sunday edition | (S) | 3,072 | 6,927 | 9,999 | 4,690 | 14,689 | ... |
| | Idaho Statesman | (m) | 4,119 | 7,527 | 11,646 | 3,001 | 14,647 | 38 |
| | Sunday edition | (S) | 4,638 | 7,632 | 12,270 | 2,935 | 15,205 | 50 |

(*Continued on page* 124)


# News-Journal Co. Papers Offer Concentrated Coverage of the Delaware Market

The circulation of the News-Journal Co. papers is an achievement of which readers and advertisers have cause to feel proud. Very few cities, if any, can boast of newspapers which reach 100% of the families of their city and 73% of the families of their State.

It is one of the most remarkable concentrated newspaper circulations in the entire country and offers exceptional pulling power for advertisers.

## News-Journal Co. Papers

(*Morning—Evening*)

Wilmington, Delaware

*The only daily newspapers in the State*

STORY, BROOKS & FINLEY Representatives

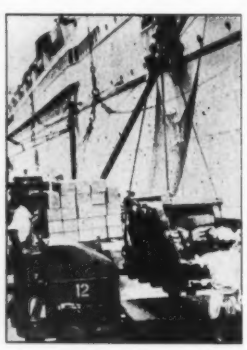


# $273,000.00

*EVERY BUSINESS DAY is paid out in payrolls in*

# HAWAII

*NOT including the many millions paid each year to personnel of the United States army and navy.*



Hawaii buys $60,000,000 worth of merchandise a year from mainland United States.

# HAWAII

has been the real "white spot" of the United States during the past three years. Government import and export figures tell the story.

## *Here Is the Market*

380,000 persons with an annual pay roll of $82,000,000. In 1933 approximately $56,000,000 was received for sugar. We packed in excess of 8,000,000 cases of pineapples. Extra dividends were paid by several plantations. The Navy will spend $10,500,000 for construction here in 1934. The Army will furnish additional millions for labor. Millions will be spent on roads and other improvements.

## *Here Is the Medium*

The Star-Bulletin circulates more papers daily in the city and county of Honolulu than any other daily paper circulates in the entire territory of Hawaii. The Star-Bulletin carries more local, more national, more classified advertising. 24-hour Associated Press service. N. E. A. Features. Correspondents everywhere.

## Honolulu Star-Bulletin

Representatives
M. C. MOGENSEN & CO., INC.
FRANKLIN P. ALCORN CO.

New York—Ruppert Bldg., 41st St. and Madison Ave.
Chicago—London Guaranty Bldg., 360 N. Michigan Ave.
Detroit—General Motors Bldg., 3044 W. Grand Blvd.
San Francisco—Mills Tower, 220 Bush St.
Los Angeles—Title Insurance Bldg., 433 S. Spring St.
Portland—Bedell Bldg., 130 Sixth St.
Seattle—Lloyd Bldg., 603 Stewart St.

# 1933

JAN.
Two Drugs Found To Cure Killing Weakness

FEB.
Positron Confirmed as New Particle of Matter

MAR.
Cancer Develops After Infection By Germ

APR.
Scientist Finds That Newborn Infants See

MAY
Mile-a-Second Bullets Investigated By Army

JUNE
Grasshoppers Will Be Bad This Summer

JULY
Dutch Elm Disease Fought by Government

AUG.
Distant Sun Flashes Into New Brilliance

SEPT.
Discs Spinning In Vacuum May Replace Electric Machinery

OCT.
Conditioned New York Twin Photographed In Feats of Strength

NOV.
"Rossetta Stone" of Mississippi Valley Prehistory Discovered

DEC.
Hurricanes Make Record Number Of Visits of America

# the A-B-C-D-E-F of modern times

NEWSPAPERS publishing Science Service news and features during 1933 gave their readers the most thrilling serial story of modern times, the story of science.

Many chapters of this swiftly moving drama were unfolded first by Science Service. Our story was vividly interesting, complete and accurate; directed by able journalists and scientist-trustees.

Headlines of a cross-section of important Science Service stories of 1933 are on the left. Many are scoops. All report discoveries of far-reaching influence to the reader.

Laboratories continue to hum with activity in 1934.

Already fast-hitting chapters of the science serial have been written and many more are to come.

The usual run of the news tells the A-B-C of today.

Let your paper also give its readers the D-E-F of modern times, that view of the future revealed by discoveries of science reported in Science Service news and features. We shall gladly explain the services.

# SCIENCE SERVICE

21st and Constitution Ave., Washington, D. C. Watson Davis, Director. Wire for information on our complete coverage of science.

# 1934

JAN. ? Release of energy from the atom through bombardment by particles sped by millions of volts of electricity? . . .

FEB. ? New hope for the thousands of sufferers from cancer? . . . Practical utilization of radio waves only a few inches long? . . . A new

MAR. ? comet visible to naked eye? . . . Stratosphere flights to greater heights? . . . Increasing number of sunspots? . . .

APR. ? Discovery of more ancient man in America? . . . Use of new neutron radiation in treatment of disease? . . . More

MAY ? effective and safer antiseptics for killing dangerous germs? . . . New plants and crops for industrial use to grow on land not needed to raise food? . . .

JUNE ? New methods of transmitting electricity? . . . New vitamins?. . . Development of new chemical substances with

JULY ? useful properties of morphine without habit-forming dangers? . . . Volcanic eruptions? . . . Discovery of new stars through use of "electric eyes"

AUG. ? attached to giant telescopes? . . . Earthquakes? . . . New gold or other mineral deposits discovered by geophysical prospecting me-

SEPT. ? thods? . . . Better weather prediction? . . . Airlines across the Atlantic? . . . New

OCT. ? horomes regulating health and disease? . . . Rotating wing airplanes? . . . Explanation of the common cold?. . .

NOV. ? New foods from the sea? . . . New light metal alloys? . . . Epidemics? . . . New instruments of war?. . . Increased scientific research to speed national recovery? . . .

DEC. ? Tests for detection of genius?. . . New hybrid animals? . . .

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 122)

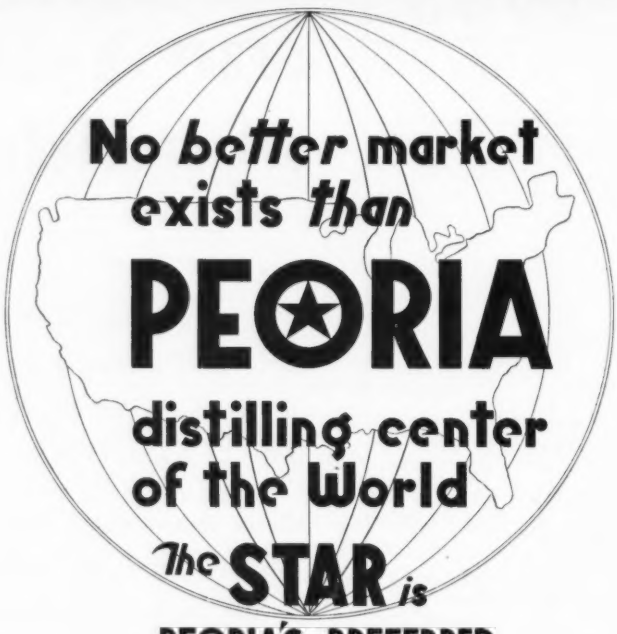
### IDAHO—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Coeur d'Alene | *Press* | (e) | 1,548 | 533 | 2,081 | 55 | 2,136 | 5 |
| Idaho Falls | *Post-Register** | (e) | 1,942 | 2,657 | 4,599 | 188 | 4,787 | 9 |
| | Sunday edition | (S) | 1,999 | 2,663 | 4,662 | 191 | 4,853 | 9 |
| Twin Falls | *News** | (m) | 1,260 | 3,674 | 4,934 | 169 | 5,103 | 14 |
| | Sunday edition | (S) | 1,311 | 3,671 | 4,982 | 168 | 5,150 | 11 |
| | *Times** | (e) | 1,138 | 3,065 | 4,203 | 90 | 4,293 | 8 |

### ILLINOIS

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Alton | *Telegraph* | (e) | 7,376 | 4,253 | 11,629 | 585 | 12,214 | ... |
| Aurora | *Beacon-News* | (e) | 11,932 | 6,208 | 18,140 | 300 | 18,440 | ... |
| Belleville | *Advocate* | (e) | 3,445 | 2,405 | 5,850 | 231 | 6,081 | 4 |
| Bloomington | *Pantagraph* | (x) | 8,831 | 11,624 | 20,455 | 1,516 | 21,971 | 5 |
| | Saturday edition | (k) | 8,619 | 11,628 | 20,247 | 1,519 | 21,766 | 4 |
| | Sunday edition | (S) | 8,677 | 6,262 | 14,939 | 958 | 15,897 | ... |
| Cairo | *Citizen-Bulletin* | (e) | 2,243 | 1,952 | 4,195 | 165 | 4,360 | 4 |
| Canton | *Ledger* | (e) | 1,703 | 2,369 | 4,072 | 324 | 4,396 | ... |
| Centralia | *Sentinel* | (e) | 3,471 | 2,181 | 5,652 | 180 | 5,832 | ... |
| Champaign-Urbana | *News-Gazette** | (e) | 6,854 | 5,332 | 12,186 | 270 | 12,456 | 21 |
| | Sunday edition | (S) | 6,720 | 5,382 | 12,102 | 270 | 12,372 | 17 |
| Chicago | *American* | (e) | 346,821 | 43,286 | 390,107 | 34,612 | 424,719 | 650 |
| | Herald & Examiner | (m) | 204,456 | 39,146 | 243,602 | 72,230 | 315,832 | 769 |
| | Sunday edition | (S) | 330,015 | 87,050 | 417,065 | 443,500 | 860,565 | 583 |
| | *News* | (e) | 337,891 | 34,646 | 372,537 | 27,258 | 399,795 | 397 |
| | *Times* | (e) | 141,227 | 8,188 | 149,415 | 3,398 | 152,813 | 72 |
| | Sunday edition | (S) | 119,689 | 14,348 | 134,037 | 28,614 | 162,651 | ... |
| | Tribune | (m) | 470,005 | 150,196 | 620,201 | 150,989 | 771,190 | 2,454 |
| | Sunday edition | (S) | 428,137 | 142,775 | 570,912 | 243,764 | 814,676 | 890 |
| Clinton | Journal & Public. | (m) | 800 | 117 | 917 | 61 | 978 | ... |
| | Sunday edition | (S) | 797 | 117 | 914 | 60 | 974 | ... |
| Danville | *Commercial-News** | (x) | 8,554 | 14,610 | 23,164 | 1,855 | 25,019 | ... |
| | Saturday edition | (y) | 8,552 | 6,552 | 15,104 | 1,149 | 16,253 | ... |
| | Sunday edition | (S) | 8,483 | 14,760 | 23,243 | 1,872 | 25,115 | ... |
| Decatur | Herald | (m) | 6,673 | 9,258 | 15,931 | 3,273 | 19,204 | ... |
| | *Review* | (e) | 11,060 | 8,716 | 19,776 | 1,503 | 21,279 | ... |
| | Total Daily | (me) | 17,733 | 17,974 | 35,707 | 4,776 | 40,483 | ... |
| | Sunday edition | (S) | 13,251 | 17,702 | 30,953 | 4,917 | 35,870 | ... |
| Dixon | *Telegraph* | (e) | 1,880 | 1,580 | 3,460 | 116 | 3,576 | 4 |
| East St. Louis | *Journal* | (e) | 10,052 | 1,027 | 11,079 | 163 | 11,242 | ... |
| | Sunday edition | (S) | 8,876 | 696 | 9,572 | 149 | 9,721 | ... |
| Elgin | *Courier-News* | (e) | 9,615 | 5,504 | 15,119 | 632 | 15,751 | ... |
| Freeport | *Journal-Standard* | (e) | 5,490 | 3,716 | 9,206 | 342 | 9,548 | 4 |
| Galesburg | *Register-Mail* | (e) | 6,784 | 9,831 | 16,615 | 1,100 | 17,715 | 1 |
| Jacksonville | *Courier* | (e) | 1,672 | 628 | 2,300 | 101 | 2,401 | ... |
| | Journal | (m) | 1,608 | 2,457 | 4,065 | 321 | 4,386 | 4 |
| | Sunday edition | (S) | 1,623 | 2,456 | 4,079 | 319 | 4,398 | 4 |
| Joliet | *Herald-News* | (e) | 13,170 | 4,541 | 17,711 | 326 | 18,037 | 2 |
| | Sunday edition | (S) | 13,015 | 4,583 | 17,598 | 326 | 17,924 | ... |
| Kewanee | *Star-Courier* | (e) | 3,554 | 4,249 | 7,803 | 460 | 8,263 | 56 |
| La Salle | *Post-Tribune* | (e) | 3,266 | 3,768 | 7,034 | 268 | 7,302 | ... |
| Lincoln | *Courier* | (e) | 2,485 | 1,458 | 3,943 | 174 | 4,117 | ... |
| Mattoon | *Journal-Gazette* | (e) | 3,214 | 1,660 | 4,874 | 254 | 5,128 | 169 |
| Moline | *Dispatch* | (e) | 8,716 | 3,813 | 12,529 | 349 | 12,878 | 45 |
| Monmouth | *Review-Atlas* | (e) | 1,968 | 2,073 | 4,041 | 323 | 4,364 | 5 |
| Mt. Vernon | *Register-News* | (e) | 2,703 | 2,913 | 5,616 | 215 | 5,831 | ... |
| Murphysboro | *Independent* | (e) | 1,530 | 1,258 | 2,788 | 245 | 3,033 | 7 |
| Ottawa | *Republican-Times* | (e) | 3,169 | 3,461 | 6,630 | 244 | 6,874 | ... |
| Peoria | *Journal* | (e) | 14,597 | 7,381 | 21,978 | 2,927 | 24,905 | 66 |
| | Transcript | (m) | 3,882 | 3,692 | 7,574 | 1,004 | 8,578 | 292 |
| | Total Daily | (me) | 18,479 | 11,073 | 29,552 | 3,931 | 33,483 | 358 |
| | Sunday edition | (S) | 15,452 | 8,528 | 23,980 | 6,512 | 30,492 | 131 |
| | *Star* | (e) | 15,888 | 8,221 | 24,109 | 3,570 | 27,679 | 12 |
| | Sunday edition | (S) | 15,368 | 7,890 | 23,258 | 8,391 | 31,649 | 12 |
| Pontiac | *Leader* | (e) | 1,503 | 1,170 | 2,673 | 214 | 2,887 | 1 |

(Continued on page 126)


PEORIA'S PREFERRED NEWSPAPER

LEADING in Total Display lineage for 1933 by 128,316 lines.
(Media Record's figures)

THE PEORIA STAR
PEORIA, ILLINOIS
National Representatives: FRALICK & BATES, Inc., New York, Chicago, Kansas City

# Let Bloomington Merchants Tell of the Sales Gains Made in Central Illinois

Central Illinois people are buying, and they are buying graciously and generously; quality merchandise again has its appeal.

The reasons are obvious: Employers are hiring instead of firing. The farmers of Central Illinois are getting the benefit of some $15,000,000 allotted them in the various programs. Fear has changed to optimism.

The experience of the seven Bloomington merchants quoted represents that of practically every qualified merchant in the city, all of whom depend on The Pantagraph for the development of sales in Central Illinois.

**Dewenter & Co.**
**Men's Clothing**

"In spite of having to meet 1932 sale figures, our sales in the last three months of 1933 have run substantially ahead."
**J. Robert Dewenter.**

**A. Livingston & Sons**
**Dept. Store**

"The increases in sales in November and December encourage us to believe that 1934 will be a good business year. We are acting on that presumption by amplifying our advertising."
**M. R. Livingston.**

**Montgomery Ward & Co.**
**Dept. Store**

"We are expecting outstanding increases in our business in 1934. Our sales are now running 40% to 50% greater than at this time last year."
**Louis L. Hotz, Mgr.**

**Nierstheimer Bros.**
**Groceries and Meats**

"Consistent increases in sales in November and December, culminating in the biggest business day in our history, lead us to believe that 1934 will be a good year."
**Henry Nierstheimer.**

**Illinois Power & Light Co.**
**Electrical Appliances**

"Just closed the most successful refrigerator sale in our history."
**George Wetzel, Commercial Mgr.**

**The Happy Hour Stores**
**A Voluntary Chain of Food Stores**

"Our members, operating in practically every community in Central Illinois, report business gains for December and January. Corn loans, increased farm incomes and CWA payrolls will continue to make business better in our operating territory."
**George H. Giese, Adv. Mgr.**

**Kresge's**
**$1 Store**

"We have made substantial gains in sales since June, 1933, with the last three months running progressively strong."
**Bruce P. Patrick, Mgr.**

Representatives
CHAS. H. EDDY CO.
New York Chicago Boston

The Daily Pantagraph
BLOOMINGTON, ILLINOIS

Coverage of nearly all of the homes of Bloomington-Normal.
Into 80% of the homes of McLean County.
Into 68% of the homes of Central Illinois.

# Correct COLOR Reproduction

Flint Inks

EVERY conceivable shade quickly matched and shipped from five conveniently located factories—

DETROIT—INDIANAPOLIS
CHICAGO—NEW ORLEANS
HOUSTON

Perfect press performance at all speeds.

**Howard Flint Ink Company**
*Manufacturers of* **ARROWHEAD BLACK**

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 124)

### ILLINOIS—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Quincy | *Herald-Whig* | (x) | 6,723 | 14,044 | 20,767 | 1,094 | 21,861 | 13 |
| | Saturday edition | (y) | 6,618 | 4,053 | 10,671 | 328 | 10,999 | ... |
| | Sunday edition | (S) | 6,743 | 14,206 | 20,949 | 1,101 | 22,050 | 3 |
| Rockford | Morning Star | (m) | 9,302 | 11,334 | 20,636 | 2,692 | 23,328 | ... |
| | *Register-Republic* | (e) | 16,012 | 6,322 | 22,334 | 858 | 23,192 | 1 |
| | Total Daily | (me) | 25,314 | 17,656 | 42,970 | 3,550 | 46,520 | 1 |
| | Sunday edition | (S) | 9,995 | 11,777 | 21,772 | 2,733 | 24,505 | 1 |
| Rock Island | *Argus* | (e) | 7,711 | 4,321 | 12,032 | 407 | 12,439 | ... |
| Springfield | State Journal | (m) | 11,866 | 18,436 | 30,302 | 1,032 | 31,334 | 1 |
| | Sunday edition | (S) | 11,410 | 15,942 | 27,352 | 928 | 28,280 | 8 |
| | *State Register* | (e) | 14,010 | 12,881 | 26,891 | 1,728 | 28,619 | ... |
| | Sunday edition | (S) | 11,719 | 11,643 | 23,362 | 1,748 | 25,110 | ... |
| Sterling | *Gazette* | (e) | 2,705 | 3,167 | 5,872 | 224 | 6,096 | ... |
| Streator | *Times-Press** | (e) | 2,935 | 3,195 | 6,130 | 389 | 6,519 | 4 |
| Taylorville | *Breeze* | (e) | 1,717 | 1,179 | 2,896 | 110 | 3,006 | 55 |
| Waukegan | *News-Sun* | (e) | 6,873 | 2,584 | 9,457 | 298 | 9,755 | ... |

### INDIANA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Anderson | *Bulletin* | (e) | 8,402 | 4,264 | 12,666 | 395 | 13,061 | 10 |
| | Herald | (m) | 3,771 | 4,855 | 8,626 | 1,157 | 9,783 | 19 |
| | Sunday edition | (S) | 4,100 | 4,917 | 9,017 | 1,160 | 10,177 | 13 |
| Bloomington | *Telephone* | (e) | 2,924 | 2,021 | 4,945 | 721 | 5,666 | ... |
| | *World* | (e) | 1,922 | 1,407 | 3,329 | 117 | 3,446 | 6 |
| Columbus | *Republican* | (e) | 2,635 | 1,469 | 4,104 | 149 | 4,253 | ... |
| Crawfordsville | *Journal & Review** | (e) | 2,565 | 4,077 | 6,642 | 575 | 7,217 | ... |
| Elkhart | *Truth* | (e) | 8,262 | 3,517 | 11,779 | 344 | 12,123 | 1 |
| Evansville | Courier | (m) | 12,443 | 14,995 | 27,438 | 1,363 | 28,801 | 25 |
| | Sunday edition | (S) | 15,331 | 12,889 | 28,220 | 1,018 | 29,238 | 12 |
| | *Journal* | (x) | 3,962 | 3,493 | 7,455 | 305 | 7,760 | 4 |
| | Saturday edition | (y) | 3,828 | 820 | 4,648 | 36 | 4,684 | ... |
| | *Press* | (e) | 16,144 | 3,330 | 19,474 | 386 | 19,860 | 22 |
| | Sunday edition | (S) | 14,998 | 4,218 | 19,216 | 1,026 | 20,242 | 24 |
| Fort Wayne | Journal-Gazette** | (m) | 13,344 | 16,619 | 29,963 | 6,614 | 36,577 | 67 |
| | (**Statement for period April 1 to May 23, 1933) | | | | | | | |
| | *Journal-Gazette*** | (e) | 10,850 | 15,220 | 26,070 | 5,811 | 31,881 | 32 |
| | Sunday edition | (S) | 17,162 | 7,520 | 24,682 | 2,232 | 26,914 | 12 |
| | (**Statement for period May 23 to Sept 30, 1933) | | | | | | | |
| | *News-Sentinel* | (e) | 24,075 | 16,973 | 41,048 | 3,061 | 44,109 | 43 |
| Gary | *Post-Tribune** | (e) | 14,531 | 1,577 | 16,108 | 114 | 16,222 | ... |
| Huntington | *Herald-Press* | (e) | 3,168 | 2,681 | 5,849 | 256 | 6,105 | 15 |
| | Sunday edition | (S) | 3,152 | 2,674 | 5,826 | 256 | 6,082 | 15 |
| Indianapolis | *News* | (e) | 80,344 | 25,164 | 105,508 | 23,748 | 129,256 | 135 |
| | Star | (m) | 49,848 | 31,186 | 81,034 | 26,565 | 107,599 | 225 |
| | Sunday edition | (S) | 71966 | 31,031 | 102,997 | 26,794 | 129,791 | 20 |
| | *Times* | (e) | 52,083 | 11,907 | 63,990 | 4,035 | 68,025 | 99 |
| Kokomo | *Tribune* | (e) | 6,588 | 5,399 | 11,987 | 897 | 12,884 | 2 |
| Lafayette | Journal & Courier | (m) | 134 | 8,234 | 8,368 | 352 | 8,720 | ... |
| | *Journal & Courier* | (e) | 8,886 | 4,637 | 13,523 | 347 | 13,870 | 6 |
| | Total Daily | (me) | 9,020 | 12,871 | 21,891 | 699 | 22,590 | 6 |
| Logansport | *Pharos-Tribune* | (e) | 3,880 | 6,176 | 10,056 | 1,211 | 11,267 | 11 |
| | Press | (m) | 2,797 | 5,965 | 8,762 | 1,005 | 9,767 | 19 |
| | Sunday edition | (S) | 3,063 | 5,984 | 9,047 | 1,005 | 10,052 | ... |
| Madison | *Courier* | (e) | 1,064 | 1,250 | 2,314 | 209 | 2,523 | 179 |
| Marion | Leader-Tribune | (m) | 3,546 | 3,633 | 7,179 | 181 | 7,360 | 63 |
| | *Chronicle* | (e) | 5,835 | 1,748 | 7,583 | 87 | 7,670 | ... |
| | Total Daily | (me) | 9,381 | 5,381 | 14,762 | 268 | 15,030 | 63 |
| | Sunday edition | (S) | 8,481 | 5,356 | 13,837 | 262 | 14,099 | 26 |
| Muncie | *Press* | (e) | 6,999 | 4,692 | 11,691 | 763 | 12,454 | ... |
| | Star | (m) | 7,833 | 9,030 | 16,863 | 2,508 | 19,371 | ... |
| | Sunday edition | (S) | 6,823 | 4,923 | 11,746 | 1,006 | 12,752 | ... |
| Plymouth | *Pilot* | (e) | 724 | 1,273 | 1,997 | 154 | 2,151 | ... |
| Princeton | *Clarion-News* | (e) | 993 | 809 | 1,802 | 87 | 1,889 | 2 |
| Richmond | Item | (m) | 1,766 | 9,248 | 11,014 | 853 | 11,867 | 14 |
| | *Palladium* | (e) | 6,764 | 2,170 | 8,934 | 168 | 9,102 | 2 |
| | Total Daily | (me) | 8,530 | 11,418 | 19,948 | 1,021 | 20,969 | 16 |
| | Sunday edition | (S) | 2,880 | 9,319 | 12,199 | 858 | 13,057 | 16 |
| South Bend | *News-Times** | (e) | 12,541 | 11,937 | 24,478 | 1,413 | 25,891 | ... |
| | Sunday edition | (S) | 11,651 | 11,949 | 23,600 | 1,414 | 25,014 | ... |
| | *Tribune* | (e) | 18,524 | 9,819 | 28,343 | 2,818 | 31,161 | 6 |
| | Sunday edition | (S) | 17,440 | 9,732 | 27,172 | 2,829 | 30,001 | ... |
| Terre Haute | Star | (m) | 10,011 | 10,788 | 20,799 | 1,902 | 22,701 | 5 |
| | *Tribune* | (e) | 13,845 | 7,436 | 21,281 | 2,505 | 23,786 | ... |
| | Sunday edition | (S) | 14,196 | 9,184 | 23,380 | 1,646 | 25,026 | ... |
| Vincennes | *Sun-Commercial** | (x) | 3,537 | 5,107 | 8,644 | 613 | 9,257 | ... |
| | Saturday edition | (y) | 3,524 | 712 | 4,236 | 25 | 4,261 | ... |
| | Sunday edition | (S) | 3,473 | 5,127 | 8,600 | 613 | 9,213 | ... |

### IOWA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Boone | *News-Republican** | (e) | 2,344 | 1,238 | 3,582 | 96 | 3,678 | 1 |
| Burlington | *Hawk-Eye-Gazette*** | (e) | 6,633 | 10,259 | 16,892 | 876 | 17,768 | ... |
| | (**Statement for period June 29 to Sept. 30, 1933) | | | | | | | |
| | Hawk-Eye** | (m) | 2,179 | 7,482 | 9,661 | 487 | 10,148 | ... |
| | Sunday edition | (S) | 3,649 | 7,274 | 10,923 | 487 | 11,410 | ... |
| | (**Statement for period April 1 to June 28, 1933) | | | | | | | |
| | *Gazette*** | (e) | 6,060 | 3,594 | 9,654 | 482 | 10,136 | ... |
| | (**Statement for period April 1 to June 28, 1933) | | | | | | | |
| Cedar Rapids | *Gazette* | (e) | 14,385 | 14,128 | 28,513 | 3,645 | 32,158 | 75 |
| | Sunday edition | (S) | 13,153 | 14,118 | 27,271 | 3,614 | 30,885 | 34 |
| Clinton | *Herald* | (e) | 6,196 | 9,050 | 15,246 | 858 | 16,104 | 2 |
| Council Bluffs | *Nonpareil* | (x) | 6,786 | 6,610 | 13,396 | 611 | 14,007 | 3 |
| | Saturday edition | (y) | 6,663 | 2,439 | 9,102 | 355 | 9,457 | ... |
| | Sunday edition | (S) | 6,761 | 6,371 | 13,132 | 626 | 13,758 | ... |
| Davenport | *Democrat & Leader* | (x) | 6,136 | 6,555 | 12,691 | 1,479 | 14,170 | 5 |
| | Sunday edition | (S) | 8,821 | 6,809 | 15,630 | 1,505 | 17,135 | 1 |
| | *Times* | (e) | 14,972 | 7,101 | 22,073 | 998 | 23,071 | ... |
| Des Moines | Register | (m) | 31,767 | 43,792 | 75,559 | 48,687 | 124,246 | 199 |
| | *Tribune* | (e) | 45,173 | 52,653 | 98,426 | 15,659 | 114,085 | 190 |
| | Total Daily | (me) | 77,540 | 96,445 | 173,985 | 64,346 | 238,331 | 389 |
| | Sunday edition | (S) | 42,488 | 69,153 | 111,641 | 99,397 | 211,038 | 69 |
| Dubuque | *Telegraph-Herald & Times-Journal* | (e) | 9,336 | 18,264 | 27,600 | 920 | 28,520 | ... |
| | Sunday edition | (S) | 9,579 | 18,281 | 27,860 | 934 | 28,794 | ... |
| Fort Dodge | *Messenger & Chronicle* | (e) | 4,553 | 5,728 | 10,281 | 442 | 10,723 | ... |
| Iowa City | *Press-Citizen* | (e) | 3,684 | 2,598 | 6,282 | 380 | 6,662 | 2 |
| Keokuk | *Gate City* | (e) | 2,817 | 2,544 | 5,361 | 327 | 5,688 | 30 |
| | Sunday edition** | (S) | 2,835 | 2,560 | 5,395 | 348 | 5,748 | 2 |
| | (**Statement for period April 1 to June 30, 1933) | | | | | | | |
| Marshalltown | *Times-Republican** | (e) | 3,122 | 4,380 | 7,502 | 579 | 8,081 | ... |
| Mason City | *Globe-Gazette** | (e) | 6,015 | 10,722 | 16,737 | 1,059 | 17,796 | 7 |
| Muscatine | *Journal & News-Tribune* | (e) | 4,107 | 3,300 | 7,407 | 264 | 7,671 | ... |
| Newton | *News* | (e) | 2,131 | 1,227 | 3,358 | 142 | 3,500 | 16 |
| Oscaloosa | *Herald* | (e) | 2,056 | 1,775 | 3,831 | 170 | 4,001 | 2 |
| Ottumwa | *Courier* | (e) | 6,607 | 5,021 | 11,628 | 1,103 | 12,641 | ... |
| Sioux City | Journal | (me) | 14,402 | 30,595 | 44,997 | 7,930 | 52,927 | 45 |
| | Sunday edition | (S) | 15,537 | 18,518 | 34,055 | 4,408 | 38,463 | 40 |
| | *Tribune* | (e) | 13,340 | 31,573 | 44,913 | 8,457 | 53,370 | 17 |
| Washington | *Journal* | (e) | 1,060 | 1,096 | 2,156 | 257 | 2,413 | ... |
| Waterloo | *Courier* | (e) | 9,908 | 16,770 | 26,478 | 831 | 27,509 | 124 |
| | Sunday edition | (S) | 9,469 | 16,698 | 26,167 | 831 | 26,998 | 37 |

### KANSAS

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Arkansas City | *Traveler* | (e) | 2,977 | 2,093 | 5,070 | 236 | 5,306 | 1 |
| Atchison | *Globe* | (e) | 2,672 | 2,256 | 4,928 | 1,100 | 6,028 | 10 |
| Chanute | *Tribune* | (e) | 1,894 | 2,022 | 3,916 | 198 | 4,114 | 18 |
| Emporia | *Gazette* | (e) | 3,025 | 2,048 | 5,073 | 207 | 5,280 | 1 |
| Hutchinson | Herald | (m) | 2,467 | 5,368 | 7,835 | 3,285 | 11,120 | 1 |
| | *News* | (e) | 6,860 | 4,106 | 10,966 | 2,584 | 13,550 | 10 |
| | Total Daily | (me) | 9,327 | 9,474 | 18,801 | 5,869 | 24,670 | 11 |
| | Sunday edition | (S) | 3,011 | 5,533 | 8,544 | 3,370 | 11,914 | 6 |
| Kansas City | *Kansan* | (e) | 17,196 | 201 | 17,397 | 133 | 17,530 | 10 |
| | Sunday edition | (S) | 17,134 | 204 | 17,338 | 136 | 17,474 | 2 |
| Lawrence | *Journal-World* | (e) | 2,675 | 1,983 | 4,658 | 490 | 5,148 | 14 |
| Leavenworth | *Times* | (e) | 3,554 | 2,038 | 5,592 | 398 | 5,990 | 5 |
| | Sunday edition | (S) | 3,676 | 2,040 | 5,716 | 398 | 6,114 | 3 |
| Ottawa | *Herald* | (e) | 2,287 | 1,910 | 4,197 | 639 | 4,836 | ... |
| Parsons | *Sun* | (e) | 2,486 | 2,781 | 5,267 | 218 | 5,485 | 60 |

### KANSAS—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Pittsburg | Sun | (m) | 1,501 | 4,261 | 5,762 | 139 | 5,901 | 41 |
| | *Headlight* | (e) | 3,101 | 1,802 | 4,903 | 124 | 5,027 | 40 |
| | Total Daily | (me) | 4,602 | 6,063 | 10,665 | 263 | 10,928 | 81 |
| | Sunday edition | (S) | 1,615 | 4,310 | 5,925 | 138 | 6,063 | 10 |
| Salina | *Journal* | (e) | 4,524 | 4,168 | 8,692 | 3,233 | 11,925 | 2 |
| Topeka | Capital | (m) | 12,537 | 13,732 | 26,269 | 15,137 | 41,406 | 124 |
| | Sunday edition | (S) | 13,666 | 12,659 | 26,325 | 14,332 | 40,657 | 122 |
| | *State Journal* | (e) | 13,176 | 3,892 | 17,068 | 2,293 | 19,361 | 122 |
| Wichita | *Beacon* | (e) | 21,466 | 25,025 | 46,491 | 20,516 | 67,007 | 125 |
| | Sunday edition | (S) | 22,650 | 29,657 | 52,307 | 26,174 | 78,481 | 86 |
| | Eagle | (m) | 22,364 | 16,077 | 38,411 | 6,818 | 45,259 | ... |
| | *Eagle* | (e) | 16,519 | 6,731 | 23,250 | 3,354 | 26,604 | ... |
| | Total Daily | (me) | 38,883 | 22,808 | 61,691 | 10,172 | 71,863 | ... |
| | Sunday edition | (S) | 24,473 | 20,244 | 44,717 | 11,328 | 56,045 | ... |

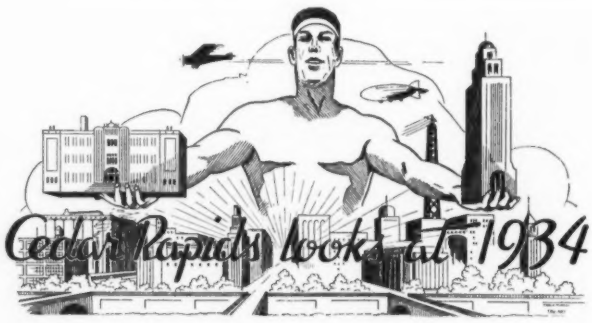
### KENTUCKY

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Ashland | *Independent** | (e) | 4,602 | 2,612 | 7,214 | 356 | 7,570 | 52 |
| | Sunday edition | (S) | 4,852 | 3,500 | 8,532 | 433 | 8,785 | ... |
| Bowling Green | *Park City News* | (e) | 2,064 | 656 | 2,720 | 188 | 2,908 | ... |
| Henderson | Gleaner | (m) | 668 | 1,221 | 1,889 | 158 | 2,047 | 36 |
| | Sunday edition | (S) | 1,267 | 1,249 | 2,516 | 157 | 2,673 | 38 |
| Lexington | Herald | (m) | 4,558 | 6,245 | 10,803 | 5,881 | 16,684 | 11 |
| | Sunday edition | (S) | 4,907 | 5,504 | 10,411 | 4,904 | 15,315 | 11 |
| | *Leader* | (m) | 9,220 | 4,356 | 13,576 | 5,098 | 18,674 | 3 |
| | Sunday edition | (S) | 9,389 | 4,492 | 13,881 | 5,104 | 18,985 | 8 |
| Louisville | Courier-Journal | (m) | 39,158 | 16,945 | 56,103 | 35,236 | 91,339 | 73 |
| | *Times* | (e) | 62,606 | 16,600 | 79,206 | 10,594 | 89,800 | 145 |
| | Total Daily | (me) | 101,764 | 33,545 | 135,309 | 45,830 | 181,139 | 218 |
| | Sunday edition | (S) | 79,462 | 22,201 | 101,663 | 41,933 | 143,596 | 259 |
| | *Herald-Post* | (e) | 25,961 | 3,767 | 29,728 | 3,231 | 32,959 | 139 |
| Owensboro | Messenger | (m) | 2,079 | 5,339 | 7,418 | 1,468 | 8,886 | ... |
| | *Inquirer* | (e) | 2,930 | 2,198 | 5,128 | 92 | 5,220 | ... |
| | Total Daily | (me) | 5,009 | 7,537 | 12,546 | 1,560 | 14,106 | ... |
| | Sunday edition | (S) | 4,902 | 7,788 | 12,690 | 1,599 | 14,289 | ... |
| Paducah | *Sun-Democrat* | (x) | 4,744 | 10,267 | 15,011 | 191 | 15,202 | ... |
| | Sunday edition | (S) | 5,066 | 10,456 | 15,522 | 194 | 15,716 | ... |

### LOUISIANA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Baton Rouge | Advocate | (m) | 1,464 | 606 | 2,070 | 131 | 2,201 | ... |
| | *State Times* | (e) | 7,029 | 1,571 | 8,600 | 203 | 8,803 | ... |
| | Total Daily | (me) | 8,493 | 2,177 | 10,670 | 334 | 11,004 | ... |
| | Sunday edition | (S) | 3,066 | 694 | 3,760 | 136 | 3,896 | ... |
| Monroe | *News-Star* | (x) | 4,859 | 3,798 | 8,657 | 562 | 9,219 | ... |
| | World | (m) | 2,670 | 3,666 | 6,336 | 1,612 | 7,948 | ... |
| | Total Daily | (me) | 7,529 | 7,464 | 14,993 | 2,174 | 17,167 | ... |
| | Sunday edition | (S) | 5,541 | 6,210 | 11,751 | 2,025 | 13,776 | ... |
| New Orleans | *Item* | (x) | 51,604 | 4,076 | 55,680 | 2,095 | 57,775 | 110 |
| | Saturday edition | (y) | 35,738 | 3,943 | 39,681 | 2,002 | 41,683 | ... |
| | Tribune | (m) | 31,042 | 3,501 | 34,543 | 402 | 34,945 | 159 |
| | Sunday edition | (S) | 50,424 | 7,265 | 57,689 | 12,229 | 69,918 | 119 |

(*Continued on page* 128)


INDUSTRIALLY, agriculturally and financially, Cedar Rapids and its surrounding market area faces 1934 with every indication that it will be a year of major achievements, a wonderful year of progress and improvement.

In Cedar Rapids over two and a half million dollars are to be spent on public and civil works. The benefit in terms of employment and payroll expenditure should be shared by all lines of local business.

$650,000 will be expended for a new sewage outlet and purification plant. Four junior high school additions on which first bids have already been received will add another $650,000 expenditure. $140,000 will be spent on water main extensions, $40,000 will be spent on the new police station and jail, and the construction of viaducts, sanitary sewers, river levees as well as improvements on public buildings, parks and playgrounds will total many thousands. $93,000.00 has been allotted Cedar Rapids by the CWA for building a new municipal air port.

Another large undertaking in the line of private development already started is the installation of new gas mains for natural gas and the alteration of present equipment, expenditure for which will total more than $500,000.

Retail business, which during November and December showed gains ranging from 28% to 96% ahead of last year, is continuing in improvement.

The average net paid circulation of the Cedar Rapids Gazette for the last three months of 1933 shows an increase of 1,132 copies per day over the same period a year ago.

Cedar Rapids looks at 1934—reasonably, logically and constructively optimistic!

The ONLY newspaper that COMPLETELY covers the rich Cedar Rapids area is the . . .

**Cedar Rapids Gazette**

**BLANKETS IOWA'S RICHEST MARKET**

**Represented Nationally By**
**ALLEN-KLAPP-FRAZIER CO.**

**New York** **Chicago** **Detroit** **St. Louis**

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# is the value of experience?

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Mechanical Rubber Goods
PASSAIC, N. J.

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 126)

### LOUISIANA—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| New Orleans | *States* | (x) | 18,015 | 3,194 | 21,209 | 2,197 | 23,406 | 1[illegible] |
| | Saturday edition | (y) | 25,255 | 3,236 | 28,491 | 2,500 | 30,991 | 88 |
| | Times-Picayune | (m) | 55,311 | 14,864 | 70,175 | 24,508 | 94,683 | 18[illegible] |
| | Sunday edition** | (S) | 77,770 | 15,555 | 93,325 | 30,408 | 123,733 | 106 |
| | (**Statement for period April 1 to July 16, 1933.) | | | | | | | |
| | Sunday Edition** | (S) | 94,317 | 21,505 | 115,822 | 44,380 | 160,202 | 106 |
| | (**Statement for period July 16 to Sept. 30, following merger of States and Times-Picayune Sunday issues.) | | | | | | | |
| Shreveport | *Journal* | (e) | 12,103 | 8,751 | 20,854 | 1,333 | 22,187 | 9 |
| | Times | (m) | 10,787 | 12,418 | 23,205 | 7,610 | 30,815 | 47 |
| | Sunday edition | (S) | 15,733 | 17,033 | 32,766 | 11,543 | 44,309 | 61 |

### MAINE

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Augusta | Kennebec Journal | (m) | 3,863 | 4,214 | 8,077 | 497 | 8,574 | 60 |
| Bangor | News | (m) | 4,888 | 13,233 | 18,121 | 5,854 | 23,975 | 7 |
| Lewiston | *Journal* | (e) | 6,875 | 2,681 | 9,556 | 2,614 | 12,170 | 2 |
| | Sun | (m) | 6,798 | 9,038 | 15,836 | 2,800 | 18,636 | 47 |
| | Total Daily | (me) | 13,673 | 11,719 | 25,392 | 5,414 | 30,806 | 49 |
| Portland | *News* | (e) | 8,092 | 3,220 | 11,312 | 2,521 | 13,833 | 3 |
| | Press-Herald | (m) | 12,112 | 10,439 | 22,551 | 14,173 | 36,724 | 31 |
| | *Express* | (e) | 14,132 | 4,551 | 18,683 | 3,438 | 22,121 | ... |
| | Total Daily | (me) | 26,244 | 14,990 | 41,234 | 17,611 | 58,845 | 31 |
| | Sunday edition | (S) | 16,830 | 9,517 | 26,347 | 16,588 | 42,935 | ... |

### MARYLAND

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Baltimore | American | (S) | 134,416 | 13,076 | 147,492 | 51,153 | 198,645 | 18 |
| | *News* | (e) | 117,959 | 12,126 | 130,085 | 15,821 | 145,906 | 45 |
| | *Post* | (e) | 70,293 | 1,575 | 71,868 | 276 | 72,144 | ... |
| | Sun | (m) | 105,227 | 8,548 | 113,775 | 23,974 | 137,749 | 570 |
| | *Sun* | (e) | 114,104 | 9,875 | 123,979 | 7,496 | 131,475 | 2 |
| | Total Daily | (me) | 219,331 | 18,423 | 237,754 | 31,470 | 269,224 | 792 |
| | Sunday edition | (S) | 137,539 | 13,015 | 150,554 | 26,729 | 177,283 | 386 |
| Cumberland | News | (m) | 3,164 | 2,765 | 5,929 | 1,503 | 7,432 | 80 |
| | *Times* | (e) | 7,944 | 5,386 | 13,330 | 763 | 14,093 | ... |
| | Sunday edition | (S) | 6,972 | 5,906 | 12,878 | 807 | 13,685 | ... |
| Hagerstown | Herald | (m) | 2,476 | 2,179 | 4,655 | 255 | 4,910 | 122 |
| | *Mail* | (e) | 6,311 | 1,860 | 8,171 | 224 | 8,395 | 23 |
| | Total Daily | (me) | 8,787 | 4,039 | 12,826 | 479 | 13,305 | 145 |

### MASSACHUSETTS

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Attleboro | *Sun** | (e) | 3,939 | 1,296 | 5,235 | 283 | 5,518 | ... |
| Boston | *American* | (e) | 174,537 | 34,429 | 208,966 | 33,013 | 241,979 | 13 |
| | Sunday Advertiser | (S) | 124,603 | 63,322 | 187,925 | 229,568 | 417,493 | ... |
| | *Christian Science Monitor* | (e) | National Distribution. | | ... | ... | 112,454 | 3,613 |
| | Globe | (m) | 60,570 | 21,003 | 81,573 | 50,621 | 132,194 | 6 |
| | *Globe* | (e) | 112,057 | 15,549 | 127,606 | 6,328 | 133,934 | 9 |
| | Total Daily | (me) | 172,627 | 36,552 | 209,179 | 56,949 | 266,128 | 15 |
| | Sunday edition | (S) | 173,720 | 51,096 | 224,816 | 81,651 | 306,467 | 3 |
| | Herald | (m) | 64,224 | 20,084 | 84,308 | 35,111 | 119,419 | 1,625 |
| | *Traveler* | (e) | 127,480 | 14,369 | 141,849 | 11,155 | 153,004 | 4 |
| | Total Daily | (me) | 191,704 | 34,453 | 226,157 | 46,266 | 272,423 | 1,629 |
| | Sunday edition | (S) | 63,547 | 24,108 | 87,655 | 40,571 | 128,226 | 265 |
| | Post | (m) | 191,079 | 52,727 | 243,806 | 102,801 | 346,607 | 504 |
| | Sunday edition | (S) | 111,634 | 67,068 | 178,702 | 111,401 | 290,103 | 266 |
| | Record | (m) | 153,290 | 39,981 | 193,271 | 101,978 | 295,249 | ... |
| | *Transcript* | (x) | 23,564 | 3,988 | 27,552 | 6,053 | 33,605 | ... |
| | Saturday edition | (y) | 30,163 | 6,755 | 36,918 | 9,327 | 46,245 | ... |
| Brockton | *Enterprise** | (e) | 14,101 | 9,499 | 23,600 | 1,167 | 24,767 | 30 |
| | *Times** | (e) | 2,412 | 5,300 | 7,712 | 286 | 7,998 | ... |
| Clinton | *Item* | (e) | 2,029 | 184 | 2,213 | 48 | 2,261 | 2 |
| Fall River | *Herald-News* | (e) | 22,053 | 4,614 | 26,667 | 964 | 27,631 | ... |
| Fitchburg | *Sentinel* | (e) | 8,547 | 2,104 | 10,651 | 364 | 11,015 | 25 |
| Gloucester | *Times** | (e) | 5,563 | 1,063 | 6,626 | 400 | 7,026 | ... |
| Greenfield | *Recorder-Gazette* | (e) | 4,186 | 1,880 | 6,066 | 268 | 6,334 | 32 |
| Haverhill | *Gazette* | (e) | 12,242 | 2,896 | 15,138 | 365 | 15,503 | ... |
| Lawrence | Eagle | (m) | 1,258 | 132 | 1,390 | 38 | 1,428 | ... |
| | *Tribune* | (e) | 16,908 | 7,095 | 24,003 | 798 | 24,801 | ... |
| | Total Daily | (me) | 18,166 | 7,227 | 25,393 | 836 | 26,229 | ... |
| Lowell | Courier-Citizen* | (m) | 8,857 | 2,837 | 11,694 | 1,123 | 12,817 | 18 |
| | *Leader** | (e) | 2,512 | 192 | 2,704 | 48 | 2,752 | 116 |
| | Total Daily | (me) | 11,369 | 3,029 | 14,398 | 1,171 | 15,569 | 134 |
| | *Sun** | (e) | 13,639 | 1,046 | 14,685 | 390 | 15,075 | 52 |
| Lynn | *Item** | (e) | 11,932 | 4,089 | 16,021 | 534 | 16,555 | 15 |
| | *Telegram-News** | (e) | 11,297 | 2,160 | 13,457 | 162 | 13,619 | ... |
| | Sunday edition | (S) | 11,207 | 2,594 | 13,801 | 54 | 13,855 | ... |
| New Bedford | *Standard-Times* | (e) | 25,308 | 8,071 | 33,379 | 5,938 | 39,317 | 3 |
| | Mercury | (m) | 5,325 | 552 | 5,877 | 527 | 6,405 | 248 |
| | Total Daily | (me) | 30,633 | 8,623 | 39,256 | 6,465 | 45,722 | 251 |
| | Sunday edition | (S) | 16,180 | 3,942 | 20,122 | 4,192 | 24,314 | 33 |
| Newburyport | *News** | (e) | 3,135 | 1,470 | 4,605 | 229 | 4,834 | ... |
| North Adams | *Transcript* | (e) | 5,147 | 4,318 | 9,465 | 858 | 10,323 | ... |
| Northampton | *Hampshire Gazette* | (e) | 5,008 | 2,268 | 7,276 | 256 | 7,532 | ... |
| Pittsfield | *Berkshire Eagle* | (e) | 11,363 | 6,492 | 17,855 | 552 | 18,406 | ... |
| Quincy | News | (e) | 4,101 | 2,334 | 6,435 | 212 | 6,647 | 3 |
| | *Patriot-Ledger* | (e) | 6,759 | 1,302 | 8,061 | 423 | 8,484 | 12 |
| Salem | *News** | (e) | 9,690 | 10,209 | 19,899 | 453 | 20,352 | ... |
| Southbridge | *News* | (e) | 1,686 | 166 | 1,852 | 36 | 1,888 | 27 |
| Taunton | *Gazette** | (e) | 7,489 | 702 | 8,191 | 289 | 8,480 | 62 |
| Worcester | *Post* | (e) | 19,546 | 9,065 | 28,611 | 280 | 28,891 | 18 |
| | Telegram | (m) | 22,419 | 12,172 | 34,591 | 4,892 | 39,483 | [illegible] |
| | *Gazette** | (e) | 31,819 | 20,284 | 52,103 | 6,972 | 59,075 | 6 |
| | Total Daily | (me) | 54,238 | 32,456 | 86,694 | 11,864 | 98,558 | 32 |
| | Sunday edition | (S) | 28,670 | 16,165 | 44,835 | 4,356 | 49,191 | ... |

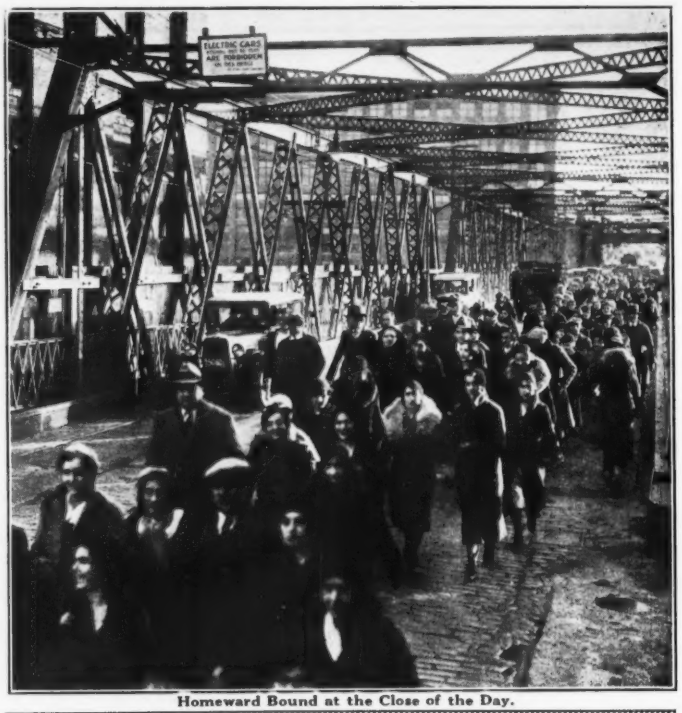
### MICHIGAN

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Adrian | *Telegram* | (e) | 2,986 | 4,916 | 7,902 | 514 | 8,416 | ... |
| Alpena | *News* | (e) | 2,422 | 1,218 | 3,640 | 194 | 3,834 | ... |
| Ann Arbor | *News* | (e) | 6,968 | 1,892 | 8,860 | 442 | 9,302 | ... |
| Battle Creek | *Enquirer-News* | (x) | 8,089 | 3,596 | 11,685 | 664 | 12,349 | 22 |
| | Saturday edition | (y) | 7,853 | 2,379 | 10,232 | 347 | 10,579 | ... |
| | Sunday edition | (S) | 8,242 | 3,629 | 11,871 | 672 | 12,543 | ... |
| | *Moon-Journal* | (e) | 7,419 | 3,709 | 11,128 | 1,021 | 12,149 | 6 |
| Bay City | *Times* | (e) | 10,397 | 7,363 | 17,760 | 937 | 18,697 | ... |
| | Sunday edition | (S) | 10,253 | 7,180 | 17,433 | 927 | 18,360 | ... |
| Detroit | Free Press | (m) | 115,838 | 25,784 | 141,622 | 46,786 | 188,408 | 708 |
| | Sunday edition | (S) | 70,998 | 27,925 | 104,923 | 79,505 | 184,428 | 105 |
| | *News* | (e) | 191,045 | 44,659 | 235,704 | 14,066 | 249,770 | 224 |
| | Sunday edition | (S) | 176,730 | 49,323 | 226,053 | 42,919 | 268,972 | 84 |
| | *Times* | (x) | 173,825 | 32,656 | 206,481 | 32,538 | 239,019 | 355 |
| | Saturday edition | (y) | 142,033 | 29,931 | 171,964 | 30,328 | 202,292 | 181 |
| | Sunday edition | (S) | 149,060 | 42,873 | 191,933 | 93,233 | 285,166 | 85 |
| Flint | *Journal* | (e) | 30,755 | 9,311 | 40,066 | 946 | 41,012 | 1 |
| | Sunday edition | (S) | 29,633 | 9,303 | 38,936 | 931 | 39,867 | 1 |
| Grand Rapids | Herald | (m) | 13,472 | 10,176 | 23,648 | 9,798 | 33,446 | 77 |
| | Sunday edition | (S) | 18,463 | 6,905 | 25,368 | 3,178 | 28,546 | 12 |
| | *Press* | (e) | 43,846 | 21,008 | 64,854 | 11,818 | 76,672 | 105 |
| Hillsdale | *News* | (e) | 1,399 | 2,579 | 3,978 | 187 | 4,165 | 9 |
| Iron Mountain | *News* | (e) | 3,019 | 2,797 | 5,816 | 139 | 5,955 | ... |
| Jackson | *Citizen-Patriot* | (x) | 14,173 | 7,805 | 21,978 | 1,137 | 23,115 | 1 |
| | Saturday edition | (y) | 14,038 | 3,670 | 17,708 | 404 | 18,112 | ... |
| | Sunday edition | (S) | 14,114 | 7,688 | 21,802 | 1,111 | 22,913 | 1 |
| Kalamazoo | *Gazette** | (e) | 15,495 | 8,946 | 24,441 | 988 | 25,429 | ... |
| | Sunday edition | (S) | 14,889 | 9,369 | 24,258 | 1,057 | 25,315 | ... |
| Lansing | *State Journal** | (e) | 19,680 | 12,963 | 32,643 | 7,449 | 40,092 | 12 |
| Ludington | *News* | (e) | 1,672 | 1,791 | 3,463 | 189 | 3,652 | ... |
| Monroe | *News* | (e) | 3,757 | 2,663 | 6,420 | 197 | 6,617 | ... |
| Muskegon | *Chronicle* | (e) | 13,926 | 4,252 | 18,178 | 297 | 18,475 | 14 |
| Pontiac | *Press* | (e) | 12,594 | 7,373 | 19,967 | 1,222 | 21,189 | 20 |
| Port Huron | *Times-Herald* | (e) | 7,511 | 11,257 | 18,768 | 305 | 19,073 | 7 |
| Saginaw | *News* | (e) | 16,748 | 6,820 | 23,568 | 1,026 | 24,594 | 1 |
| | Sunday edition | (S) | 16,522 | 6,607 | 23,129 | 982 | 24,111 | ... |
| St. Joseph | *Herald-Press* | (e) | 1,640 | 2,341 | 3,981 | 239 | 4,220 | 2 |
| Three Rivers | *Commercial* | (e) | 1,231 | 1,123 | 2,354 | 96 | 2,450 | ... |

### MINNESOTA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Albert Lea | *Tribune* | (e) | 2,375 | 1,963 | 4,338 | 206 | 4,544 | 1 |
| Austin | *Herald* | (e) | 2,997 | 1,754 | 4,751 | 158 | 4,909 | 37 |
| Duluth | *News-Tribune* | (m) | 12,851 | 16,118 | 28,969 | 2,031 | 31,000 | 5 |
| | *Herald* | (e) | 19,052 | 10,397 | 29,449 | 4,969 | 34,418 | 71 |
| | Total Daily | (me) | 31,903 | 26,515 | 58,418 | 7,000 | 65,418 | 76 |
| | Sunday edition | (S) | 14,402 | 12,277 | 26,679 | 769 | 27,448 | ... |

(*Continued on page* 129)

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**Every Day In Lawrence**

is like this. Workers working for a living wage and spending those wages.

*Their papers are the*

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BRYANT, GRIFFITH & BRUNSON, Inc., Representatives

LAWRENCE STORE NEWS

"The center of the Merrimac Valley"

THE **ONLY** MEDIUM COMPLETELY COVERING THE RICH-THICKLY POPULATED

**LOWER MERRIMACK VALLEY**

3 CITIES - 13 TOWNS WITH A TOTAL POPULATION OF 217,821

| | Population | Store News Distribution |
|---|---|---|
| LAWRENCE | 85,068 | 18,000 |
| Methuen | 21,069 | 3,500 |
| Andover | 9,969 | 1,500 |
| No. Andover | 6,961 | 1,200 |
| HAVERHILL | 48,710 | 10,000 |
| NEWBURYPORT | 15,084 | 2,500 |
| Amesbury | 11,899 | 1,500 |
| Merrimac | 2,350 | 400 |
| Derry, N. H. | 5,120 | 1,500 |
| Salem, N. H. | 2,753 | 400 |
| Georgetown | 1,853 | 500 |
| Groveland | 2,336 | 500 |
| | | By Direct Mail |
| Boxford | | |
| West Boxford | 653 | 95 |
| Ballardvale | 1,110 | 245 |
| Middleton | 1,712 | 351 |
| No. Reading | 1,946 | 300 |
| Totals | 217,821 | 42,491 |

**42,491**

**Family Homes**

*reached by the*

**LAWRENCE STORE NEWS**

AT A COMBINED COST OF ONLY **.09** PER LINE

SOLD ONLY IN COMBINATION WITH THE

**LAWRENCE TELEGRAM** LAWRENCE, MASSACHUSETTS

**A BRIEF HISTORY OF THE LAWRENCE STORE NEWS**

THE LAWRENCE STORE NEWS, a free distributed weekly, has now been published every Wednesday for forty-nine consecutive weeks and each week has found new advertisers convinced of its merits as a universal medium. Free theatre tickets, continued stories, regular delivery by full time men workers, and a reputation for real sales news have all combined to make its weekly appearance a keenly anticipated event in every household.

**NOTE: Advertisements that appear in the STORE NEWS will be published in the LAWRENCE TELEGRAM any day during the same week at the advertiser's choice.**

*Sample Copies on Request*

National Advertising Representative, REYNOLDS-FITZGERALD, Inc.

2 West 45th Street, New York
58 Sutter Street, San Francisco
360 North Michigan Avenue, Chicago
269 General Motors Bldg., Detroit

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 128)

### MINNESOTA—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Fergus Falls | *Journal** | (e) | 1,479 | 5,033 | 6,512 | 432 | 6,944 | 3 |
| Hibbing | *Tribune* | (e) | 2,814 | 1,457 | 4,271 | 567 | 4,838 | 37 |
| Mankato | *Free Press* | (e) | 3,365 | 5,348 | 8,713 | 1,129 | 9,842 | 3 |
| Minneapolis | *Journal* | (e) | 60,165 | 5,401 | 65,566 | 42,488 | 109,755 | 308 |
| | Sunday edition | (S) | 65,875 | 5,319 | 71,194 | 54,089 | 131,651 | 102 |
| | (Total circulation includes St. Paul distribution, not otherwise shown, of 1,701 copies daily; 6,368 copies Sunday.) | | | | | | | |
| | *Star* | (e) | 48,509 | 2,361 | 50,870 | 22,934 | 74,041 | 2 |
| | (Total circulation includes 237 copies in St. Paul, not otherwise shown.) | | | | | | | |
| | *Tribune* | (m) | 31,984 | 2,799 | 34,783 | 26,144 | 61,654 | 171 |
| | *Tribune* | (e) | 39,850 | 3,977 | 43,827 | 14,783 | 59,034 | 309 |
| | Total Daily | (me) | 71,834 | 6,776 | 78,610 | 40,927 | 120,688 | 480 |
| | Sunday edition | (S) | 83,613 | 8,110 | 91,723 | 59,388 | 155,419 | 170 |
| | (Total circulation includes St. Paul distribution, not otherwise shown, of 727 copies, morning; 424, evening; 4,398 Sunday.) | | | | | | | |
| Rochester | *Post-Bulletin* | (e) | 4,224 | 5,096 | 9,320 | 239 | 9,559 | ... |
| St. Cloud | *Times & Journal-* | | | | | | | |
| St. Paul | *Press** | (e) | 3,794 | 2,969 | 6,763 | 580 | 7,343 | ... |
| | *Dispatch* | (e) | 57,091 | 6,878 | 63,969 | 24,739 | 89,149 | 451 |
| | Pioneer Press | (m) | 53,874 | 7,600 | 61,474 | 13,562 | 75,483 | 472 |
| | Total Daily | (me) | 110,965 | 14,478 | 125,443 | 38,301 | 164,632 | 923 |
| | Sunday edition | (S) | 55,252 | 7,691 | 62,943 | 47,894 | 112,408 | 85 |
| | (Total circulation includes Minneapolis distribution, not otherwise shown, of 417 copies, morning; 441, evening; and 1,571, Sunday.) | | | | | | | |
| | *News* | (e) | 38,493 | 4,243 | 42,736 | 32,220 | 75,047 | 435 |
| | Sunday edition | (S) | 34,313 | 4,052 | 38,365 | 12,940 | 51,368 | 187 |
| | (Total circulation includes Minneapolis distribution, not otherwise shown of 91 copies, daily; 63, Sunday.) | | | | | | | |
| Winona | *Republican-Herald* | (e) | 4,874 | 6,894 | 11,768 | 1,266 | 13,034 | 7 |

### MISSISSIPPI

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Biloxi-Gulfport | *Herald* | (e) | 3,045 | 1,775 | 4,820 | 195 | 5,015 | ... |
| Jackson | Clarion-Ledger* | (x) | 4,918 | 11,101 | 16,019 | 4,838 | 20,857 | ... |
| | Sunday edition | (S) | 5,822 | 11,984 | 17,806 | 5,027 | 22,833 | ... |
| | *News** | (e) | 6,079 | 9,489 | 15,568 | 9,720 | 25,288 | ... |
| | Sunday edition | (S) | 5,871 | 9,860 | 15,731 | 10,072 | 25,803 | ... |
| Vicksburg | *Post** | (e) | 3,299 | ... | 3,299 | 1,878 | 5,177 | ... |

### MISSOURI

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Cape Girardeau | *Southeast Missourian* | (e) | 3,025 | 4,193 | 7,218 | 738 | 7,956 | ... |
| Columbia | *Missourian* | (e) | 1,977 | 533 | 2,510 | 318 | 2,828 | 2 |
| | *Tribune* | (e) | 2,708 | 1,682 | 4,390 | 373 | 4,763 | ... |
| Hannibal | *Courier-Post and Journal* | (e) | 4,291 | 2,591 | 6,882 | 316 | 7,198 | ... |
| Joplin | *Globe** | (m) | 5,982 | 14,116 | 20,098 | 1,900 | 21,998 | ... |
| | *News-Herald** | (e) | 5,809 | 5,308 | 11,117 | 812 | 11,929 | ... |
| | Total Daily | (me) | 11,791 | 19,424 | 31,215 | 2,712 | 33,927 | ... |
| | Sunday edition | (S) | 6,808 | 15,561 | 22,369 | 2,318 | 24,687 | ... |
| Kansas City | *Journal-Post* | (e) | 51,467 | 15,117 | 66,584 | 16,295 | 82,879 | 14 |
| | Sunday edition | (S) | 42,911 | 13,427 | 56,338 | 15,958 | 72,296 | 5 |
| | *Star* | (e) | 154,502 | 58,427 | 212,929 | 81,007 | 293,936 | 897 |
| | Times | (m) | 150,983 | 58,596 | 209,579 | 81,270 | 290,849 | 880 |
| | Sunday edition | (e) | 151,635 | 59,978 | 211,613 | 92,819 | 304,432 | 693 |
| Maryville | *Forum** | (e) | 1,106 | 2,595 | 3,701 | 340 | 4,041 | ... |
| Moberly | *Monitor-Index & Democrat* | (e) | 2,795 | 1,687 | 4,482 | 305 | 4,787 | ... |
| St. Joseph | *News-Press* | (e) | 19,746 | 16,851 | 36,597 | 2,706 | 39,303 | ... |
| | Gazette | (m) | 8,047 | 12,657 | 20,704 | 1,003 | 21,707 | ... |
| | Total Daily | (me) | 27,793 | 29,508 | 57,301 | 3,709 | 61,010 | ... |
| | Sunday edition | (S) | 18,972 | 11,075 | 30,047 | 1,009 | 31,056 | ... |
| St. Louis | Globe-Democrat | (m) | 144,967 | 15,497 | 160,464 | 65,617 | 226,081 | 491 |
| | Sunday edition | (S) | 111,775 | 14,086 | 125,861 | 55,483 | 181,344 | 186 |
| | *Post-Dispatch* | (e) | 176,750 | 10,501 | 187,251 | 34,872 | 222,123 | 24 |
| | Sunday edition | (S) | 176,120 | 17,833 | 193,953 | 51,132 | 245,085 | 165 |
| | Record | (m) | 2,107 | 6 | 2,113 | 15 | 2,128 | ... |
| | *Star-Times* | (e) | 123,328 | 8,665 | 131,993 | 15,290 | 147,283 | 88 |
| Springfield | News** | (m) | 3,134 | 8,161 | 11,295 | 6,223 | 17,518 | 78 |
| | *Leader & Press*** | (e) | 14,036 | 11,926 | 25,962 | 5,540 | 31,502 | ... |
| | Total Daily | (me) | 17,170 | 20,087 | 37,257 | 11,763 | 49,020 | 78 |
| | Sunday edition | (S) | 13,396 | 18,384 | 31,780 | 11,047 | 42,827 | 43 |
| | *News** | (e) | 2,918 | 7,887 | 10,805 | 6,057 | 16,862 | 99 |
| | *Leader*** | (e) | 12,548 | 6,721 | 19,269 | 4,158 | 23,427 | ... |
| | Total Daily | (me) | 15,466 | 14,608 | 30,074 | 10,215 | 40,289 | 99 |
| | Sunday edition | (S) | 11,325 | 13,209 | 24,534 | 9,542 | 34,076 | 32 |
| | *Press*** | (e) | 8,244 | 7,833 | 16,077 | 2,504 | 18,581 | ... |
| | Sunday edition | (S) | 8,079 | 7,850 | 15,929 | 2,536 | 18,465 | ... |

(**Statement for period April 1 to May 14, 1933)

### MONTANA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Billings | Gazette | (m) | 2,071 | 5,247 | 7,318 | 2,984 | 10,302 | 68 |
| | *Gazette* | (e) | 2,160 | 198 | 2,358 | ... | 2,358 | ... |
| | Total Daily | (me) | 4,231 | 5,445 | 9,676 | 2,984 | 12,660 | 68 |
| | Sunday edition | (S) | 4,194 | 4,932 | 9,126 | 3,273 | 12,399 | 79 |
| Butte | Montana Standard | (m) | 7,519 | 2,782 | 10,301 | 2,386 | 12,687 | ... |
| | Sunday edition | (S) | 12,963 | 3,895 | 16,858 | 5,503 | 22,361 | ... |
| | *Post* | (e) | 7,275 | 1,101 | 8,358 | 304 | 8,662 | ... |
| Great Falls | *Leader* | (e) | 2,366 | 246 | 2,612 | 59 | 2,671 | ... |
| | Tribune | (m) | 4,385 | 4,117 | 8,502 | 3,137 | 11,639 | 15 |
| | Sunday edition | (S) | 5,341 | 4,510 | 9,851 | 3,231 | 13,082 | 1 |
| Helena | *Record-Herald* | (e) | 1,874 | 377 | 2,251 | 2,082 | 4,333 | ... |
| Missoula | Missoulian | (m) | 1,958 | 1,631 | 3,589 | 252 | 3,841 | ... |
| | *Sentinel* | (e) | 2,600 | 963 | 3,563 | 157 | 3,720 | ... |
| | Total Daily | (me) | 4,558 | 2,594 | 7,152 | 409 | 7,561 | ... |
| | Sunday edition | (S) | 3,376 | 2,359 | 5,735 | 334 | 6,069 | ... |

(*Continued on page* 130)


## Reader Interest

On December 20 there appeared in The Daily Herald of Biloxi and Gulfport, Mississippi, a contribution from New York for the Doll & Toy Fund from a subscriber to this newspaper for over 40 years. This subscriber formerly resided in Biloxi but his home has been away from the Coast for about 30 years.

That is reader interest.

On December 14 we received a letter from a subscriber in Detroit who wrote this: "I continue to enioy the Herald as have for quite a long time ever since first subscribing for it. Though originally doing so for current impartial information on the Gulf Seafood industry, particularly Canned Shrimp, when Mississippi figured more actively than for one reason and another has seemed to have been the case the last two years, have also found interest in its presentation of general matter and many of its editorials.

"In getting around the country have never happened to see another daily newspaper serving anywhere near a similar area and number of people that equalled it in make-up, or so happily combined spark and alertness with a degree of poise and dignity far more pretentious ones might well emulate."

That is reader interest.

One of these gentlemen lives in New York where the greatest newspaper in the world is published, but he continues to read The Daily Herald after being away from the Coast thirty years.

The other lives in Detroit where several great newspapers are published, but he continues to read The Daily Herald.

The Daily Herald is published primarily for Mississippi Coast readers, and is encouraged to believe that it has a measure of success if it holds interest for distant subscribers, of whom the two quoted are examples.

THE DAILY HERALD

HERALD BUILDING BILOXI, MISS. — HERALD BUILDING GULFPORT, MISS.



# Automobiles, Prosperity and the Michigan Market

THE up-swing in business has definitely hit in Michigan and the Booth Newspaper Market.

Automobiles are playing an important role in making this nation's business good — they have brought prosperity back to Michigan and Booth Newspaper cities.

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The Booth Newspapers of Michigan offer a complete, concentrated coverage of the eight principal markets in Michigan outside of Detroit. Their quarter million circulation reaches the buying power of this area—where buying power is showing a sure growth.

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Kalamazoo Gazette
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Bay City Daily Times
Muskegon Chronicle
Ann Arbor Daily News

BOOTH NEWSPAPERS, INC.

*Eastern Representative* I. A. KLEIN 50 East 42nd St. New York

*Western Representative* J. E. LUTZ 180 N. Michigan Ave. Chicago

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 129)

### NEBRASKA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Fremont | *Tribune* | (e) | 2.353 | 3.153 | 5.506 | 467 | 5.973 | 4 |
| Grand Island | *Independent* | (e) | 4.035 | 4.633 | 8.668 | 1.825 | 10.493 | 7 |
| Hastings | *Tribune* | (e) | 3.200 | 4.988 | 8.188 | 759 | 8.947 | ... |
| Lincoln | Journal | (m) | 4.152 | 10.985 | 15.137 | 11.402 | 26.539 | ... |
| | *Journal* | (e) | 10.951 | 2.668 | 13.619 | 605 | 14.224 | 14 |
| | *Star* | (e) | 9.340 | 11.179 | 20.519 | 6.879 | 27.398 | ... |
| | Total Daily | (me) | 24.443 | 24.832 | 49.275 | 18.886 | 68.161 | 14 |
| | Sunday edition | (S) | 16.529 | 13.867 | 30.396 | 11.378 | 41.774 | ... |
| Norfolk | *News* | (e) | 1.642 | 3.734 | 5.376 | 1.249 | 6.625 | 28 |
| Omaha | Bee-News | (m) | 5.950 | 6.582 | 12.532 | 34.261 | 46.793 | 95 |
| | *Bee-News* | (e) | 31.292 | 5.662 | 36.954 | 8.242 | 45.196 | 73 |
| | Total Daily | (me) | 37.242 | 12.244 | 49.486 | 42.503 | 91.989 | 168 |
| | Sunday edition | (S) | 35.732 | 13.330 | 49.062 | 52.596 | 101.658 | 43 |
| | World-Herald | (m) | 6.220 | 7.812 | 14.032 | 41.831 | 55.863 | 75 |
| | *World-Herald* | (e) | 45.157 | 6.000 | 51.157 | 6.218 | 57.375 | 84 |
| | Total Daily | (me) | 51.377 | 13.812 | 65.189 | 48.049 | 113.238 | 159 |
| | Sunday edition | (S) | 47.945 | 13.398 | 61.343 | 49.162 | 110.505 | 34 |

### NEVADA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Reno | *Gazette** | (e) | 3.958 | 2.192 | 6.150 | 1.690 | 7.840 | 22 |
| | State Journal* | (m) | 1.570 | 1.134 | 2.704 | 2.329 | 5.033 | 107 |
| | Sunday edition | (S) | 1.812 | 1.158 | 2.970 | 2.307 | 5.277 | 26 |

### NEW HAMPSHIRE

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Concord | *Monitor-Patriot* | (e) | 5.568 | 648 | 6.216 | 500 | 6.716 | 38 |
| Manchester | Union | (m) | 1.561 | 4.600 | 6.161 | 11.095 | 17.256 | 101 |
| | *Leader* | (e) | 14.903 | 1.268 | 16.171 | 481 | 16.652 | 4 |

### NEW JERSEY

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Asbury Park | *Press* | (e) | 8.646 | 3.651 | 12.297 | 180 | 12.477 | 1 |
| | Sunday edition | (S) | 4.973 | 2.160 | 7.133 | 86 | 7.219 | 2 |
| Atlantic City | Press | (m) | 14.695 | 4.089 | 18.784 | 412 | 19.196 | 193 |
| | *Union* | (e) | 10.666 | 3.772 | 14.438 | 67 | 14.505 | 71 |
| | Total Daily | (me) | 25.361 | 7.861 | 33.222 | 479 | 33.701 | 264 |
| | Sunday edition | (S) | 12.589 | 5.196 | 17.785 | 240 | 18.025 | 57 |
| Bayonne | *Times* | (e) | 12.565 | .... | 12.565 | 181 | 12.746 | ... |
| Camden | *Courier* | (e) | 23.502 | 24.123 | 47.625 | 351 | 47.976 | ... |
| | Post | (m) | 5.418 | 10.148 | 15.566 | 416 | 15.982 | 20 |
| | Total Daily | (me) | 28.920 | 34.271 | 63.191 | 767 | 63.958 | 20 |
| Elizabeth | *Journal* | (e) | 17.668 | 8.745 | 26.413 | 792 | 27.205 | ... |
| Hackensack | *Bergen Record** | (e) | 8.956 | 7.636 | 16.592 | 258 | 16.850 | 44 |
| Hoboken | *Jersey Observer* | (e) | 33.145 | 2.480 | 35.625 | 893 | 36.518 | ... |
| Jersey City | *Jersey Journal* | (e) | 35.893 | .... | 35.893 | 1.865 | 37.758 | 45 |
| Newark | Sunday Call | (S) | 64.436 | 16.172 | 80.608 | 1.891 | 82.499 | ... |
| | Ledger | (m) | 39.374 | 7.814 | 47.188 | 33 | 47.221 | 515 |
| | Sunday edition | (S) | 33.609 | 17.246 | 50.855 | 31 | 50.886 | ... |
| | *News* | (e) | 119.098 | 25.473 | 144.571 | 2.378 | 146.949 | 125 |
| | *Star-Eagle* | (e) | 86.467 | 6.786 | 93.253 | 312 | 93.565 | 32 |
| Passaic | *Herald-News* | (e) | 22.239 | 2.184 | 24.423 | 378 | 24.801 | ... |
| Paterson | Call* | (m) | 12.208 | 8.681 | 20.889 | 881 | 21.770 | ... |
| | *News** | (e) | 16.432 | 7.900 | 24.332 | 348 | 24.680 | ... |
| Perth Amboy | *News** | (e) | 5.411 | 6.495 | 11.906 | 169 | 12.075 | ... |
| Plainfield | *Courier-News* | (e) | 10.134 | 2.142 | 12.276 | 383 | 12.659 | 349 |
| Trenton | State Gazette | (m) | 10.979 | 2.368 | 13.347 | 374 | 13.721 | 40 |
| | *Times* | (e) | 28.066 | 13.099 | 41.165 | 1.829 | 42.994 | ... |
| | Total Daily | (me) | 39.045 | 15.467 | 54.512 | 2.203 | 56.715 | 40 |
| | Sunday edition | (S) | 19.493 | 8.495 | 27.988 | 1.229 | 29.217 | ... |
| Union City | Hudson Dispatch | (m) | 8.900 | 3.474 | 12.374 | 7.291 | 19.665 | ... |
| Vineland | Journal | (e) | 1.233 | 1.117 | 2.350 | 49 | 2.399 | ... |
| | *Times* | (e) | 1.396 | 991 | 2.387 | 147 | 2.534 | ... |

(*Continued on page* 131)


GEYER-CORNELL COMPANY · Inc
ADVERTISING
500 FIFTH AVENUE · NEW YORK

January 16, 1934.

Jersey Journal,
Jersey City, N.J.

Gentlemen:

We feel that you have taken a very sensible and logical step in equalizing the national and local rates in your paper.

From time to time we have discussed the reasons for the differential in rates, and there seems to be very little sound reasoning behind newspapers' attempt to penalize the national advertiser.

You are to be heartily congratulated on your pioneering effort in according the same treatment to all advertisers. We sincerely hope for the continuance of our present cordial friendship.

Very truly yours,
John J. Flanagan
Media Department
GEYER-CORNELL COMPANY, INC.

JJF:MW

*Same Rate for Local and National Advertising*

THE JERSEY JOURNAL

Jersey City, New Jersey

*National Representatives*

STORY, BROOKS & FINLEY

New York—Philadelphia—Chicago—San Francisco



Morley
. . *Better*
Mats

*Speed up production—improve re-production with*

Morley
. . *Better*
Mats

MORLEY BUTTON
Manufacturing Company
Portsmouth—New Hampshire

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 130)

### NEW MEXICO

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Albuquerque | Journal | (m) | 6.302 | 4.367 | 10.669 | 3.165 | 13.834 | 62 |
| | Sunday edition | (S) | 6.598 | 4.615 | 11.213 | 3.291 | 14.504 | 27 |
| | *Tribune* | (e) | 5.884 | 3.329 | 9.213 | 3.795 | 13.008 | 15 |

### NEW YORK

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Albany | Knickerbocker Press | (m) | 14.225 | 7.527 | 21.752 | 7.179 | 28.931 | 81 |
| | Sunday edition | (S) | 16.325 | 15.703 | 32.028 | 8.322 | 40.350 | 15 |
| | *News* | (e) | 20.780 | 12.398 | 33.178 | 7.434 | 40.612 | 3 |
| | *Times-Union* | (e) | 20.744 | 9.917 | 30.661 | 7.424 | 38.085 | 1 |
| | Sunday edition | (S) | 15.419 | 25.441 | 40.860 | 8.367 | 49.227 | 1 |
| Amsterdam | *Recorder & Democrat.* | (e) | 6.358 | 1.898 | 8.256 | 392 | 8.648 | ... |
| Batavia | *News* | (e) | 4.252 | 3.878 | 8.130 | 421 | 8.551 | 32 |
| Binghamton | *Press* | (e) | 21.104 | 10.431 | 31.535 | 4.556 | 36.091 | 60 |
| | Sun | (m) | 9.284 | 9.818 | 19.102 | 3.154 | 22.256 | 334 |
| Brooklyn | *Eagle* | (e) | 74.055 | 15.999 | 90.054 | 1.779 | 91.833 | ... |
| | Sunday edition | (S) | 73.483 | 13.655 | 87.138 | 3.436 | 90.574 | ... |
| | *Times-Union* | (e) | 83.025 | 17.327 | 100.352 | 197 | 100.549 | 40 |
| | Sunday edition | (S) | 64.944 | 16.963 | 81.907 | 130 | 82.037 | 40 |
| Buffalo | Courier-Express | (m) | 83.339 | 23.703 | 107.042 | 10.734 | 117.776 | 961 |
| | Sunday edition | (S) | 82.394 | 35.313 | 117.707 | 30.957 | 148.664 | 540 |
| | *News* | (e) | 120.205 | 39.187 | 159.392 | 20.078 | 179.470 | 74 |
| | *Times* | (e) | 56.642 | 8.902 | 65.544 | 4.518 | 70.062 | 59 |
| | Sunday edition | (S) | 39.234 | 12.332 | 51.566 | 47.583 | 99.149 | 274 |
| Corning | *Leader* | (e) | 4.136 | 3.517 | 7.653 | 504 | 8.157 | ... |
| Dunkirk | *Observer* | (e) | 3.216 | 931 | 4.147 | 95 | 4.242 | ... |
| Elmira | Advertiser | (m) | 2.496 | 2.500 | 4.996 | 1.550 | 6.546 | 15 |
| | *Star-Gazette* | (e) | 14.997 | 7.735 | 22.232 | 1.453 | 23.685 | 1 |
| | Total Daily | (me) | 16.993 | 10.235 | 27.228 | 3.003 | 30.231 | 16 |
| Flushing | *Journal* | (e) | 7.143 | 1.003 | 8.146 | 266 | 8.412 | 20 |
| Freeport | *Nassau Review* | (e) | 10.456 | 2.451 | 12.907 | 950 | 13.857 | ... |
| Lynbrook | *Nassau Star* | (e) | 3.156 | ... | 3.156 | 462 | 3.618 | ... |
| | Combined Daily | (e) | 13.612 | 2.451 | 16.063 | 1.412 | 17.475 | ... |
| Geneva | *Times* | (e) | 2.837 | 2.431 | 5.268 | 106 | 5.374 | 5 |
| Glens Falls | Post-Star | (m) | 3.840 | 4.437 | 8.277 | 749 | 9.026 | 60 |
| | *Times* | (e) | 3.393 | 2.312 | 5.705 | 676 | 6.381 | 61 |
| | Total Daily | (me) | 7.233 | 6.749 | 13.982 | 1.425 | 15.407 | 121 |
| Gloversville & Johnstown | Herald | (m) | 2.270 | 2.109 | 4.379 | 194 | 4.573 | 43 |
| | *Leader-Republican* | (e) | 7.845 | 447 | 8.292 | 180 | 8.472 | 10 |
| | Total Daily | (me) | 10.115 | 2.556 | 12.671 | 374 | 13.045 | 53 |
| Hornell | *Tribune-Times* | (e) | 3.794 | 2.699 | 6.493 | 565 | 7.058 | 7 |
| Hudson | *Register** | (e) | 1.478 | 1.300 | 2.778 | 200 | 2.978 | ... |
| | Star* | (m) | 1.018 | 2.017 | 3.035 | 206 | 3.241 | 2 |
| Ithaca | *Journal-News* | (e) | 5.007 | 2.336 | 7.343 | 558 | 7.901 | 44 |
| Jamaica | *L. I. Press* | (e) | 43.398 | 7.055 | 50.453 | 147 | 50.600 | ... |
| | Sunday edition | (S) | 32.581 | 5.711 | 38.292 | 150 | 38.442 | ... |
| Jamestown | *Journal* | (e) | 7.318 | 2.271 | 9.589 | 193 | 9.782 | 5 |
| | Post | (m) | 6.417 | 5.248 | 11.665 | 797 | 12.462 | 22 |
| Kingston | *Freeman* | (e) | 6.516 | 1.879 | 8.395 | 406 | 8.801 | ... |
| Lockport | *Union-Sun & Journal.* | (e) | 5.022 | 2.332 | 7.354 | 178 | 7.532 | 14 |
| Long Island City | *Star* | (e) | 25.309 | ... | 25.309 | 163 | 25.472 | ... |
| Malone | *Telegram* | (e) | 1.406 | 2.594 | 4.000 | 429 | 4.429 | 4 |
| Mamaroneck | *Times* | (e) | 2.245 | 650 | 2.895 | 47 | 2.942 | ... |
| Middletown | *Times-Herald* | (e) | 4.537 | 3.090 | 7.627 | 466 | 8.093 | 3 |
| Mount Vernon | *Argus* | (e) | 9.091 | 862 | 9.953 | 1.175 | 11.128 | 3 |
| Newburgh | *News* | (e) | 6.862 | 4.647 | 11.509 | 268 | 11.777 | 4 |
| Beacon | *News* | (e) | 2.038 | 882 | 2.920 | 59 | 2.979 | ... |
| | Total Daily | (e) | 8.900 | 5.529 | 14.429 | 327 | 14 756 | 4 |
| New Rochelle | *Standard-Star* | (e) | 9.116 | 381 | 9.497 | 238 | 9.735 | 6 |

(Continued on page 132)

BURGESS CHROME MATS

SAVE

YOU can save your plant many dollars, and get a better-looking paper. Burgess Chrome Mats turn out better printing plates, helping you produce a better printed paper, using less ink and less impression on your press blankets.

If you care to, you can save on newsprint. Burgess Chrome Mats shrink more for each per cent of moisture than any other mat—and do it uniformly.

You can save many dollars worth of lineage now lost. Burgess Chrome Mats show as little or less shrinkage lengthwise in relation to shrinkage crosswise than any mat on the market.

And no other mat will cast at a lower metal temperature.

If you think such savings worth making—with a better printed paper thrown into the bargain—ask a Burgess Service Man to call. No obligation—of course.

THE CHROME FORMULA

The Chrome Mat Formula gives Burgess Chrome Mats their superior printing characteristics — makes them easier to handle—reduces troubles—cuts cost.

BURGESS CELLULOSE COMPANY
Freeport, Illinois

BURGESS CHROME MATS

A LABORATORY PRODUCT

BURGESS CHROME MATS

BURGESS CHROME MATS

BURGESS CHROME MATS

ALBANY EVENING NEWS

A Gannett Newspaper

ALBANY—Highest per capita savings in U. S.—rated by Alexander Hamilton Institute as "The One Bright Spot in America" at low-point of the late depression.

First IN CIRCULATION
CITY-SUBURBAN-TOTAL
IN ADVERTISING
ALL CLASSIFICATIONS

•Represented by J. P. McKinney & Son
New York Chicago San Francisco

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 131)

### NEW YORK—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| New York | American | (m) | 266.364 | 44.865 | 311.229 | 16.009 | 327.238 | 221 |
| | Sunday edition | (S) | 483.644 | 293.226 | 776.870 | 236.349 | 1.013.219 | ... |
| | Investment News | (m) | National Distribution. | | ... | ... | 11.091 | 4 |
| | Herald Tribune | (m) | 158.090 | 101.961 | 260.051 | 57.646 | 317.697 | 3.586 |
| | Sunday edition | (S) | 143.312 | 140.191 | 283.503 | 142.929 | 426.432 | 801 |
| | *Home News* | (e) | 102.924 | ... | 102.924 | ... | 102.924 | ... |
| | Sunday edition | (S) | 104.165 | | 104.165 | | 104.165 | ... |
| | *Journal* | (e) | 479.763 | 104.761 | 584.524 | 16.015 | 600.539 | 256 |
| | Mirror | (m) | 388.973 | 60.301 | 449.274 | 87.525 | 536.799 | 67 |
| | Sunday edition | (S) | 324.381 | 82.933 | 407.314 | 345.659 | 752.973 | 63 |
| | News | (m) | 1.117.136 | 205.984 | 1.323.120 | 105.788 | 1.428.908 | ... |
| | Sunday edition | (S) | 1.014.330 | 332.794 | 1.347.124 | 481.419 | 1.828.543 | ... |
| | *Post* | (e) | 72.393 | 10.050 | 82.423 | 3.873 | 86.296 | 158 |
| | *Sun* | (e) | 247.769 | 31.405 | 279.174 | 11.386 | 291.010 | 441 |
| | Times | (m) | 283.030 | 87.785 | 370.815 | 86.151 | 456.966 | 4.721 |
| | Sunday edition | (S) | 272.548 | 129.378 | 401.926 | 305.670 | 707.596 | 1.486 |
| | *World-Telegram* | (e) | 346.128 | 39.008 | 385.136 | 10.553 | 395.689 | 244 |
| | *Gazette* | (e) | 15.805 | 5.158 | 20.963 | 1.153 | 22.116 | 20 |
| Niagara Falls | *News* | (e) | 4.448 | 21 | 4.469 | 62 | 4.531 | ... |
| North Tonawanda | *Journal-News** | (e) | 2.050 | 3.469 | 5.519 | 97 | 5.616 | 10 |
| Nyack | *Journal* | (e) | 2.431 | 2.173 | 4.604 | 300 | 4.904 | 163 |
| Ogdensburg | *Times-Herald* | (e) | 4.997 | 5.877 | 10.874 | 318 | 11.192 | 10 |
| Olean | *Citizen-Register* | (e) | 2.773 | 633 | 3.406 | 66 | 3.472 | ... |
| Ossining | *Star* | (e) | 3.349 | 1.190 | 4.539 | 58 | 4.597 | 25 |
| Peekskill | Press | (m) | 1.410 | 940 | 2.350 | 266 | 2.616 | ... |
| Plattsburg | *Item* | (e) | 4.307 | 2.265 | 6.572 | 204 | 6.776 | ... |
| Port Chester | *Union Gazette* | (e) | 2.393 | 332 | 2.725 | 109 | 2.834 | ... |
| Port Jervis | *Star & Enterprise* | (e) | 9.876 | 4.387 | 14.263 | 233 | 14.496 | ... |
| Poughkeepsie | *Journal* | (e) | 33.177 | 8.813 | 41.990 | 4.047 | 46.037 | ... |
| Rochester | Sunday edition | (S) | 31.508 | 18.129 | 49.635 | 15.912 | 65.547 | ... |
| | Democrat & Chronicle | (m) | 40.748 | 26.960 | 67.708 | 7.353 | 75.061 | 26 |
| | *Times-Union* | (e) | 45.041 | 21.755 | 66.796 | 3.597 | 70.393 | 39 |
| | Total Daily | (me) | 85.789 | 48.715 | 134.504 | 10.950 | 145.454 | 65 |
| | Sunday edition | (S) | 48.404 | 27.186 | 75.590 | 4.049 | 79.639 | 1 |
| Saratoga Springs | *Saratogian* | (e) | 3.883 | 5.173 | 9.056 | 350 | 9.406 | ... |
| Schenectady | Gazette | (m) | 17.895 | 1.855 | 19.750 | 792 | 20.542 | ... |
| | *Union-Star* | (e) | 15.041 | 844 | 15.885 | 625 | 16.510 | ... |
| Syracuse | *Herald* | (e) | 27.001 | 14.433 | 41.434 | 4.275 | 45.709 | 61 |
| | Sunday edition | (S) | 23.186 | 17.529 | 40.715 | 24.587 | 65.302 | ... |
| | *Journal* | (e) | 31.195 | 18.804 | 49.999 | 10.343 | 60.342 | ... |
| | Sunday edition | (S) | 24.098 | 18.986 | 43.084 | 51.041 | 94.125 | ... |
| | Post-Standard | (m) | 21.653 | 17.962 | 39.615 | 15.355 | 54.970 | ... |
| | Sunday edition | (S) | 15.860 | 17.205 | 33.065 | 28.428 | 61.493 | ... |
| Tarrytown | *News* | (e) | 2.598 | 232 | 2.830 | 83 | 2.913 | ... |
| Troy | Record | (m) | 3.010 | 2.038 | 5.048 | 423 | 5.471 | ... |
| | *Record* | (e) | 14.631 | 2.136 | 16.767 | 372 | 17.139 | ... |
| | Total Daily | (me) | 17.641 | 4.174 | 21.815 | 795 | 22.610 | ... |

### NEW YORK—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Utica | *Observer-Dispatch* | (e) | 20.912 | 10.014 | 30.926 | 1.252 | 32.178 | 1 |
| | Sunday edition | (S) | 14.262 | 7.743 | 22.005 | 1.704 | 23.709 | ... |
| | Press* | (m) | 8.715 | 10.096 | 18.811 | 2.603 | 21.414 | 13 |
| Watertown | *Times* | (e) | 7.794 | 19.790 | 27.584 | 2.653 | 30.237 | 3 |
| Staten Island | *Advance** | (e) | 24.325 | ... | 24.325 | 143 | 24.468 | ... |
| White Plains | *Reporter* | (e) | 6.556 | 1.911 | 8.467 | 122 | 8.589 | ... |
| Yonkers | *Herald Statesman* | (e) | 22.104 | 1.500 | 23.604 | 2.196 | 25.800 | 2 |

### NORTH CAROLINA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Asheville | Citizen | (m) | 5.897 | 8.934 | 14.831 | 837 | 15.668 | 26 |
| | *Times* | (e) | 6.667 | 5.180 | 11.847 | 142 | 11.989 | 26 |
| | Total Daily | (me) | 12.564 | 14.114 | 26.678 | 979 | 27.657 | 52 |
| | Sunday edition | (S) | 10.180 | 12.717 | 22.897 | 1.007 | 23.904 | 11 |
| Charlotte | *News* | (e) | 12.732 | 10.111 | 22.843 | 863 | 23.706 | 20 |
| | Sunday edition | (S) | 11.938 | 11.565 | 23.503 | 1.270 | 24.773 | 4 |
| | Observer | (m) | 12.367 | 26.901 | 39.268 | 7.270 | 46.538 | 50 |
| | Sunday edition | (S) | 12.352 | 27.590 | 39.942 | 8.160 | 48.102 | 18 |
| Durham | Herald | (m) | 8.691 | 4.419 | 13.110 | 311 | 13.421 | ... |
| | *Sun* | (e) | 6.645 | 902 | 7.547 | 301 | 7.848 | ... |
| | Total Daily | (me) | 15.336 | 5.321 | 20.657 | 612 | 21.269 | ... |
| | Sunday edition | (S) | 8.879 | 4.465 | 13.344 | 318 | 13.662 | ... |
| Greensboro | News | (m) | 9.020 | 15.775 | 24.795 | 11.617 | 36.412 | 31 |
| | *Record* | (e) | 8.112 | 2.419 | 10.531 | 626 | 11.157 | ... |
| | Total Daily | (me) | 17.132 | 18.194 | 35.326 | 12.243 | 47.569 | 31 |
| | Sunday edition | (S) | 9.688 | 16.058 | 25.746 | 11.704 | 37.450 | 24 |
| Kinston | *Free Press* | (e) | 1.826 | 1.140 | 2.966 | 76 | 3.042 | ... |
| Raleigh | News & Observer | (m) | 5.947 | 10.115 | 15.962 | 20.271 | 36.233 | 35 |
| | Sunday edition | (S) | 6.187 | 8.711 | 14.898 | 19.393 | 34.291 | 38 |
| | *Times* | (e) | 4.708 | 5.685 | 10.393 | 1.133 | 11.526 | 3 |
| Salisbury | *Post* | (e) | 4.822 | 3.628 | 8.450 | 131 | 8.581 | ... |
| | Sunday edition | (S) | 4.412 | 3.616 | 8.028 | 130 | 8.158 | ... |
| Wilmington | *News* | (e) | 2.792 | 597 | 3.389 | 24 | 3.413 | ... |
| | Star | (m) | 4.138 | 1.649 | 5.787 | 324 | 6.111 | ... |
| | Total Daily | (me) | 6.930 | 2.246 | 9.176 | 348 | 9.524 | ... |
| | Sunday edition | (S) | 6.225 | 2.027 | 8.252 | 305 | 8.557 | ... |
| Winston-Salem | Journal | (m) | 14.421 | 3.094 | 17.515 | 296 | 17.811 | 7 |
| | *Sentinel* | (e) | 13.490 | 5.059 | 18.549 | 1.146 | 19.695 | 6 |
| | Total Daily | (me) | 27.911 | 8.153 | 36.064 | 1.442 | 37.506 | 13 |
| | Sunday edition | (S) | 13.531 | 4.492 | 18.023 | 775 | 18.798 | 5 |

### NORTH DAKOTA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Bismarck | *Tribune** | (e) | 1.804 | 2.277 | 4.081 | 1.072 | 5.153 | ... |
| Fargo | Forum* | (m) | 1.146 | 4.422 | 5.568 | 6.511 | 12.079 | ... |
| | *Forum** | (e) | 5.941 | 3.463 | 9.404 | 2.106 | 11.510 | ... |
| | Total Daily | (me) | 7.087 | 7.885 | 14.972 | 8.617 | 23.589 | ... |
| | Sunday edition | (S) | 6.648 | 5.866 | 12.514 | 7.237 | 19.751 | 81 |
| Grand Forks | Herald* | (m) | 1.546 | 6.816 | 8.362 | 3.758 | 12.120 | 2 |
| | *Herald** | (e) | 2.447 | 1.273 | 3.720 | 596 | 4.316 | ... |
| | Total Daily | (me) | 3.993 | 8.089 | 12.082 | 4.354 | 16.436 | 2 |
| | Sunday edition | (S) | 3.777 | 8.103 | 11.880 | 4.378 | 16.258 | ... |
| Mandan | *Pioneer** | (e) | 781 | 1.750 | 2.531 | 450 | 2.981 | ... |


DO YOU want to cover Syracuse and Central New York with one, dependable newspaper that has 106 years of prestige behind it?

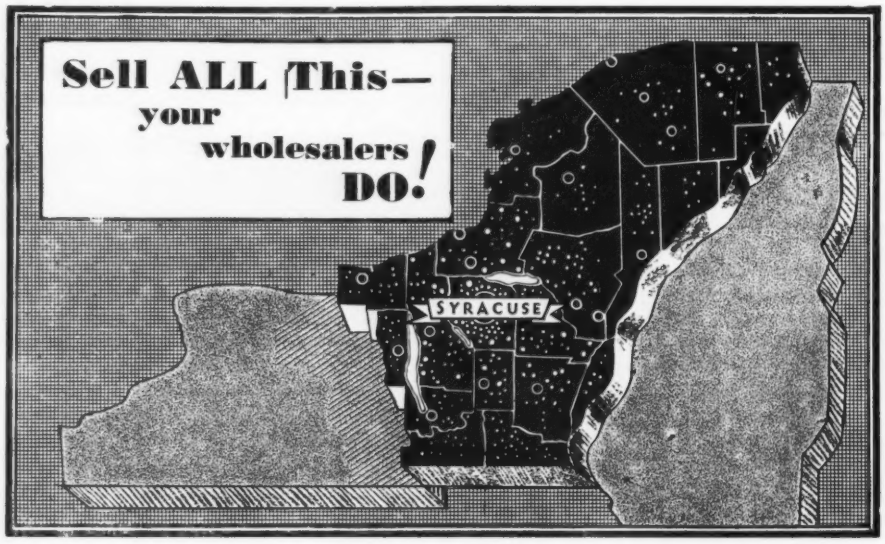
Do you want the newspaper that has built up a readership among women that has no rival in this territory?

If you do, THE POST-STANDARD is the medium for you!

Why?

Because its readership comprises 71.9% of ALL Syracuse families living in homes valued at $5,000 and over, and 45.2% of ALL Syracuse families living in homes valued from $1,500 to $5,000.

Because, outside of Syracuse city limits, THE POST STANDARD offers you another composite city of over 500,000 served by Syracuse wholesalers every day in the year. THE POST-STANDARD is the "preferred" newspaper in 32 out of 42 of the largest cities and towns in Central New York.




Because, THE POST-STANDARD is the "preferred" newspaper with women readers, 14,000 of whom have voluntarily written to this newspaper in the past six months asking advice on a variety of subjects.

This is REAL EVIDENCE of the INFLUENCE this newspaper has in the HOMES—wherein lies the PURCHASING POWER for this great rich area right out of the heart of the Empire State.

# THE POST-STANDARD

*Represented nationally by*

KELLY-SMITH COMPANY

NEW YORK - CHICAGO DETROIT - BOSTON - PHILADELPHIA - ATLANTA

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 132)

### OHIO

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Akron | *Beacon-Journal* | (e) | 44.540 | 17.626 | 62.166 | 1.786 | 63.952 | 16 |
| | *Times-Press* | (e) | 20.901 | 11.531 | 32.432 | 1.687 | 34.119 | 15 |
| | Sunday edition | (S) | 26.869 | 10.236 | 37.105 | 631 | 37.736 | ... |
| Alliance | *Review* | (e) | 5.611 | 3.634 | 9.245 | 577 | 9.822 | 2 |
| Ashland | *Times-Gazette* | (e) | 2.601 | 2.480 | 5.081 | 326 | 5.407 | ... |
| Ashtabula | *Star-Beacon* | (e) | 5.332 | 3.987 | 9.319 | 209 | 9.528 | 79 |
| Athens | *Messenger* | (e) | 2.096 | 4.456 | 6.552 | 3.058 | 9.610 | ... |
| | Sunday edition | (S) | 2.237 | 4.624 | 6.861 | 3.605 | 10.466 | 6 |
| Bellefontaine | *Examiner* | (e) | 2.407 | 2.428 | 4.835 | 167 | 5.002 | ... |
| Bowling Green | *Sentinel-Tribune* | (e) | 1.396 | 2.198 | 3.594 | 209 | 3.803 | ... |
| Cambridge | *Jeffersonian* | (e) | 2.829 | 6.582 | 9.411 | 921 | 10.332 | ... |
| Canton | *Repository* | (e) | 20.856 | 12.509 | 33.365 | 1.341 | 34.706 | 28 |
| | Sunday edition | (S) | 19.586 | 12.616 | 32.202 | 1.993 | 34.195 | ... |
| Chillicothe | *News-Advertiser* | (e) | 2.424 | 1.737 | 4.161 | 233 | 4.394 | 13 |
| | *Scioto Gazette* | (e) | 2.066 | 2.669 | 4.735 | 367 | 5.102 | 12 |
| Cincinnati | Enquirer | (m) | 56.544 | 7.235 | 63.779 | 17.585 | 81.364 | 449 |
| | Sunday edition | (S) | 128.741 | 12.960 | 141.701 | 25.725 | 167.426 | 213 |
| | *Post* | (e) | 114.551 | 14.529 | 129.080 | 28.636 | 157.716 | 53 |
| | *Times-Star* | (e) | 128.562 | 12.911 | 141.473 | 12.110 | 153.583 | 147 |
| Cleveland | *News* | (e) | 86.057 | 15.675 | 101.732 | 8.382 | 110.114 | 78 |
| | Plain Dealer | (m) | 103.076 | 31.264 | 134.340 | 48.408 | 182.748 | 118 |
| | Sunday edition | (S) | 176.921 | 65.169 | 242.090 | 94.623 | 336.713 | 61 |
| | *Press* | (e) | 155.264 | 18.632 | 173.896 | 7.729 | 181.625 | ... |
| Columbus | *Citizen* | (e) | 46.835 | 21.042 | 67.877 | 8.665 | 76.542 | 107 |
| | *Dispatch* | (e) | 74.419 | 27.723 | 102.142 | 25.820 | 127.962 | 22 |
| | Sunday edition | (S) | 58.348 | 23.489 | 81.837 | 17.235 | 99.072 | 14 |
| Coshocton | *Tribune & Times-Age** | (e) | 2.967 | 2.682 | 5.649 | 445 | 6.094 | ... |
| Dayton | *Herald* | (e) | 30.401 | 11.959 | 42.360 | 1.766 | 44.126 | 187 |
| | Journal | (m) | 14.182 | 7.205 | 21.387 | 1.595 | 22.982 | 136 |
| | Sunday edition | (S) | 27.485 | 14.157 | 41.642 | 3.480 | 45.122 | 66 |
| | *News* | (e) | 38.864 | 11.773 | 50.637 | 2.894 | 53.531 | 206 |
| | Sunday edition | (S) | 34.194 | 11.071 | 45.265 | 3.332 | 48.597 | 76 |
| Delaware | *Gazette** | (e) | 1.767 | 856 | 2.623 | 202 | 2.825 | 3 |
| East Liverpool | *Review** | (e) | 6.540 | 3.808 | 10.348 | 197 | 10.545 | 176 |
| Elyria | *Chronicle-Telegram* | (e) | 5.500 | 3.468 | 8.968 | 665 | 9.633 | ... |
| Findlay | Republican & Courier | (e) | 4.664 | 3.646 | 8.310 | 673 | 8.983 | ... |
| Fostoria | *Review* | (e) | 1.327 | 280 | 1.607 | 82 | 1.689 | ... |
| Fremont | *Messenger* | (e) | 2.374 | 2.175 | 4.549 | 109 | 4.658 | 47 |
| | *News* | (e) | 2.349 | 856 | 3.205 | 157 | 3.362 | 89 |
| Hamilton | *News-Journal* | (e) | 10.852 | 3.718 | 14.570 | 833 | 15.403 | 3 |
| Ironton | *Tribune* | (e) | 2.854 | 1.517 | 4.371 | 446 | 4.817 | 13 |
| | Sunday edition | (S) | 3.262 | 1.079 | 4.341 | 337 | 4.678 | ... |
| Lancaster | *Eagle* | (e) | 3.009 | 2.259 | 5.268 | 124 | 5.392 | ... |
| | *Gazette* | (e) | 1.853 | 2.640 | 4.493 | 161 | 4.654 | 39 |
| Lima | *News* | (e) | 10.349 | 8.459 | 18.808 | 397 | 19.205 | 62 |
| | Sunday edition | (S) | 10.308 | 9.853 | 19.891 | 460 | 20.351 | 63 |
| Lorain | *Journal & Times-Herald* | (e) | 8.138 | 3.864 | 12.002 | 1.731 | 13.733 | ... |
| Mansfield | *News-Journal* | (e) | 9.000 | 6.193 | 15.193 | 2.270 | 17.463 | ... |
| Marietta | *Times* | (e) | 3.528 | 3.610 | 7.138 | 751 | 7.889 | 6 |
| Marion | *Star** | (e) | 6.833 | 6.199 | 13.032 | 453 | 13.485 | 128 |
| Martins Ferry | *Times** | (e) | 3.726 | 5.191 | 8.917 | 214 | 9.131 | ... |
| Massillon | *Independent* | (e) | 6.248 | 1.971 | 8.219 | 191 | 8.410 | ... |
| Middletown | *Journal* | (e) | 7.349 | 1.178 | 8.527 | 491 | 9.018 | ... |
| | Sunday edition | (S) | 5.580 | 1.469 | 7.049 | 529 | 7.578 | ... |
| Mt. Vernon | *Republican-News** | (e) | 2.215 | 2.253 | 4.468 | 283 | 4.751 | ... |
| Newark | *Advocate & American Tribune** | (e) | 8.139 | 4.754 | 12.893 | 470 | 13.363 | ... |
| Painesville | *Telegraph* | (e) | 3.133 | 2.144 | 5.277 | 122 | 5.399 | ... |
| Portsmouth | *Times* | (e) | 9.378 | 4.925 | 14.303 | 1.045 | 15.346 | 7 |
| | Sunday edition | (S) | 9.119 | 4.198 | 13.317 | 797 | 14.114 | 2 |

(*Continued on page* 134)


# SIX OHIO NEWSPAPERS

Each alone and dominant in its field—
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During the Twelve Months of 1933
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Lines Daily and Sunday

**MORE**
Total Paid Advertising Than Any Other Youngstown Paper.

***This is the Largest Linage Lead Ever Attained In the History of Youngstown Papers.***

**Youngstown Vindicator**

*Youngstown's Leading Newspaper*

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 133*)

### OHIO—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Salem | *News* | (e) | 2.236 | 881 | 3.117 | 126 | 3.243 | ... |
| Sandusky | Register | (m) | 1.034 | 4.002 | 5.036 | 1.442 | 6.478 | ... |
| | *Star-Journal* | (e) | 4.818 | 1.363 | 6.181 | 323 | 6.504 | ... |
| | Total Daily | (me) | 5.852 | 5.365 | 11.217 | 1.765 | 12.982 | ... |
| | Sunday edition | (S) | 2.158 | 4.209 | 6.367 | 1.482 | 7.849 | ... |
| Springfield | *News* | (e) | 14.223 | 1.457 | 15.680 | 249 | 15.929 | 3 |
| | Sun | (m) | 5.937 | 6.385 | 12.322 | 1.503 | 13.825 | ... |
| | Total Daily | (me) | 20.160 | 7.842 | 28.002 | 1.752 | 29.754 | ... |
| | Sunday edition | (S) | 14.590 | 4.896 | 19.486 | 682 | 20.168 | ... |
| Steubenville | *Herald-Star** | (e) | 8.418 | 9.364 | 17.782 | 518 | 18.300 | 10 |
| Toledo | *Blade* | (e) | 67.013 | 41.615 | 108.628 | 12.875 | 121.503 | 191 |
| | *News-Bee* | (e) | 35.152 | 18.239 | 53.391 | 4.671 | 58.062 | 95 |
| Warren | *Tribune-Chronicle* | (e) | 8.118 | 3.345 | 11.463 | 225 | 11.688 | ... |
| Wooster | *Record* | (e) | 2.707 | 4.885 | 7.592 | 1.037 | 8.629 | 90 |
| Youngstown | *Telegram* | (e) | 15.202 | 5.691 | 20.893 | 1.249 | 22.142 | 85 |

### OKLAHOMA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Ardmore | *Ardmoreite* | (e) | 2.183 | 3.723 | 5.906 | 668 | 6.574 | 10 |
| | Sunday edition | (S) | 2.251 | 3.730 | 5.981 | 692 | 6.673 | 23 |
| Bartlesville | *Enterprise* | (e) | 2.206 | 1.524 | 3.730 | 562 | 4.292 | 23 |
| | Examiner | (m) | 2.380 | 2.081 | 4.461 | 323 | 4.784 | 14 |
| | Sunday edition | (S) | 2.480 | 2.085 | 4.565 | 328 | 4.893 | 14 |
| Blackwell | Tribune | (m) | 1.533 | 3.960 | 5.493 | 2.662 | 8.155 | ... |
| | Sunday edition | (S) | 1.541 | 3.969 | 5.510 | 2.669 | 8.179 | ... |
| Enid | *Eagle* | (e) | 4.101 | 1.054 | 5.155 | 554 | 5.709 | 1 |
| | News | (m) | 2.691 | 4.304 | 6.995 | 1.497 | 8.492 | 4 |
| | Total Daily | (me) | 6.792 | 5.358 | 12.150 | 2.051 | 14.201 | 5 |
| | Sunday edition | (S) | 3.506 | 4.511 | 8.017 | 1.566 | 9.583 | ... |
| McAlester | *News-Capital* | (e) | 2.094 | 1.199 | 3.293 | 139 | 3.432 | ... |
| | Sunday edition | (S) | 2.095 | 1.198 | 3.293 | 138 | 3.431 | ... |
| Miami | *News-Record* | (e) | 3.568 | 1.129 | 4.697 | 533 | 5.230 | ... |
| | Sunday edition | (S) | 3.592 | 1.137 | 4.729 | 543 | 5.272 | ... |
| Muskogee | Phoenix | (m) | 4.958 | 3.592 | 8.550 | 1.239 | 9.789 | ... |
| | *Times-Democrat* | (e) | 3.777 | 3.716 | 7.493 | 679 | 8.172 | ... |
| | Total Daily | (me) | 8.735 | 7.308 | 16.043 | 1.918 | 17.961 | ... |
| | Sunday edition | (S) | 5.402 | 3.043 | 8.445 | 1.249 | 9.694 | ... |
| Oklahoma City | *Oklahoma News* | (e) | 23.682 | 18.180 | 41.862 | 892 | 42.754 | 104 |
| | Sunday edition | (S) | 21.752 | 18.212 | 39.964 | 916 | 40.880 | 100 |
| | Oklahoman | (m) | 36.569 | 31.361 | 67.930 | 25.030 | 92.960 | 142 |
| | *Times* | (e) | 42.399 | 28.828 | 71.227 | 14.968 | 86.195 | 116 |
| | Total Daily | (me) | 78.968 | 60.189 | 139.157 | 39.998 | 179.155 | 258 |
| | Sunday edition | (S) | 40.299 | 36.863 | 77.162 | 30.693 | 107.855 | 192 |
| Okmulgee | Times | (m) | 3.190 | 4.371 | 7.561 | 295 | 7.856 | ... |
| | Sunday edition | (S) | 3.250 | 4.413 | 7.663 | 301 | 7.964 | ... |
| Ponca City | *News** | (e) | 3.687 | 2.775 | 6.462 | 304 | 6.766 | 16 |
| | Sunday edition | (S) | 3.636 | 2.775 | 6.411 | 309 | 6.720 | 16 |
| Tulsa | *Tribune* | (e) | 24.204 | 15.673 | 39.877 | 6.677 | 46.554 | 84 |
| | Sunday edition | (S) | 24.420 | 15.643 | 40.063 | 7.005 | 47.068 | 49 |
| | World | (m) | 27.122 | 17.875 | 44.997 | 15.603 | 60.600 | 85 |
| | Sunday edition | (S) | 27.033 | 17.585 | 44.618 | 17.007 | 61.625 | 175 |

### OREGON

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Albany | *Democrat-Herald* | (e) | 1.319 | 1.602 | 2.921 | 118 | 3.039 | 77 |
| Astoria | *Astorian-Budget* | (e) | 1.903 | 1.143 | 3.046 | 176 | 3.222 | ... |
| Baker | *Democrat-Herald* | (e) | 1.311 | 588 | 1.899 | 122 | 2.021 | 8 |
| Eugene | *Register-Guard* | (e) | 4.538 | 5.120 | 9.658 | 1.265 | 10.923 | ... |
| | Sunday edition | (S) | 4.458 | 5.117 | 9.575 | 1.274 | 10.849 | ... |
| Klamath Falls | *Herald* | (e) | 2.733 | 112 | 2.845 | 111 | 2.956 | 16 |
| | News | (m) | 613 | 1.193 | 1.806 | 84 | 1.890 | 57 |
| | Total Daily | (me) | 3.346 | 1.305 | 4.651 | 195 | 4.846 | 73 |
| | Sunday edition | (S) | 666 | 1.206 | 1.872 | 85 | 1.957 | 57 |
| Medford | *Mail-Tribune* | (e) | 2.279 | 1.856 | 4.135 | 306 | 4.441 | 23 |
| | Sunday edition | (S) | 2.300 | 1.839 | 4.139 | 312 | 4.451 | 23 |
| Pendleton | *East Oregonian* | (e) | 1.615 | 1.032 | 2.647 | 368 | 3.015 | 12 |
| Portland | *Oregon Journal* | (e) | 56.424 | 18.549 | 74.973 | 25.578 | 100.551 | 261 |
| | Sunday edition | (S) | 55.887 | 22.482 | 78.369 | 40.543 | 118.912 | 90 |
| | *News-Telegram* | (e) | 40.561 | 12.526 | 53.087 | 16.803 | 69.890 | 215 |
| | Oregonian | (m) | 40.320 | 16.201 | 56.521 | 35.937 | 92.458 | 274 |
| | Sunday edition | (S) | 66.759 | 25.175 | 91.934 | 65.127 | 157.061 | 219 |
| Salem | *Capital-Journal* | (e) | 4.592 | 4.321 | 8.913 | 345 | 9.258 | ... |
| The Dalles | *Chronicle* | (e) | 1.388 | 392 | 1.780 | 67 | 1.847 | 9 |

### PENNSYLVANIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Allentown | Call* | (m) | 17.707 | 16.973 | 34.680 | 1.725 | 36.405 | ... |
| | Sunday edition | (S) | 17.340 | 9.641 | 26.981 | 529 | 27.510 | ... |
| | *Chronicle & News** | (e) | 11.534 | 3.297 | 14.831 | 220 | 15.051 | 442 |
| Altoona | *Mirror** | (e) | 17.057 | 6.243 | 23.300 | 2.135 | 25.435 | 147 |
| Bethlehem | *Globe-Times* | (e) | 10.505 | 1.928 | 12.433 | 1.093 | 13.526 | 2 |
| Bradford | *Era* | (m) | 3.519 | 1.755 | 5.274 | 379 | 5.653 | 36 |
| Carlisle | *Sentinel* | (e) | 2.147 | 1.105 | 3.252 | 381 | 3.633 | ... |
| Chambersburg | *Public Opinion* | (e) | 2.936 | 2.998 | 5.934 | 404 | 6.338 | ... |
| Chester | *Times* | (e) | 11.232 | 8.169 | 19.401 | 454 | 19.855 | ... |
| Connellsville | *Courier** | (e) | 2.843 | 2.403 | 5.246 | 455 | 5.701 | 33 |
| Easton | *Express* | (e) | 17.669 | 12.620 | 30.289 | 1.738 | 32.027 | 3 |
| East Stroudsburg | Sun | (m) | Release Delayed. | | | | | |
| Erie | *Dispatch-Herald* | (e) | 19.120 | 6.325 | 25.445 | 5.662 | 31.107 | ... |
| | Sunday edition | (S) | 14.598 | 1.759 | 16.357 | 571 | 16.928 | ... |
| | *Times* | (e) | 19.749 | 5.557 | 25.306 | 5.410 | 30.716 | ... |
| Greensburg | Review | (m) | 2.061 | 1.781 | 3.842 | 174 | 4.016 | ... |
| | *Tribune* | (e) | 2.307 | 1.920 | 4.227 | 85 | 4.312 | ... |
| | Total Daily | (me) | 4.368 | 3.701 | 8.069 | 259 | 8.328 | ... |
| Greenville | *Record Argus* | (e) | 1.669 | 1.385 | 3.054 | 227 | 3.281 | ... |
| Harrisburg | Patriot | (m) | 8.480 | 5.377 | 13.857 | 1.801 | 15.658 | 3 |
| | *News* | (e) | 16.798 | 18.784 | 35.582 | 22.050 | 57.632 | 8 |
| | Total Daily | (me) | 25.278 | 24.161 | 49.439 | 23.851 | 73.290 | 11 |
| | *Telegraph* | (e) | 13.825 | 12.793 | 26.618 | 13.803 | 40.421 | 218 |
| Johnstown | *Tribune* | (e) | 15.538 | 9.646 | 25.184 | 660 | 25.844 | ... |
| Kittanning | *Leader-Times** | (e) | 3.192 | 2.530 | 5.722 | 314 | 6.036 | ... |
| Lancaster | Intelligencer-Journal | (m) | 8.779 | 8.852 | 17.631 | 1.252 | 18.883 | ... |
| | *New Era* | (e) | 18.019 | 9.853 | 27.872 | 1.136 | 29.008 | ... |
| | Total Daily | (me) | 26.798 | 18.705 | 45.503 | 2.388 | 47.891 | ... |
| Lansdale | *North Penn Reporter* | (e) | 1.388 | 1.823 | 3.211 | 397 | 3.608 | 24 |
| Lewistown | *Sentinel* | (e) | 3.619 | 2.890 | 6.509 | 251 | 6.760 | ... |
| McKeesport | *News** | (e) | 10.050 | 4.930 | 14.980 | 239 | 15.219 | 27 |
| Meadville | *Republican** | (e) | 1.825 | ... | 1.825 | 12 | 1.837 | ... |
| | Tribune-Republican* | (m) | 1.643 | 3.718 | 5.361 | 266 | 5.627 | ... |
| | Total Daily | (me) | 3.468 | 3.718 | 7.186 | 278 | 7.464 | ... |
| Mount Carmel | *Item* | (e) | 3.493 | 946 | 4.439 | 225 | 4.664 | ... |
| New Castle | *News* | (e) | 9.971 | 3.241 | 13.212 | 631 | 13.843 | ... |
| Norristown | *Times-Herald* | (e) | 6.660 | 6.367 | 13.027 | 445 | 13.472 | ... |
| Oil City | Derrick* | (m) | 3.821 | 3.175 | 6.996 | 379 | 7.375 | 50 |
| Philadelphia | *Bulletin* | (e) | 341.818 | 130.153 | 471.971 | 27.753 | 499.724 | 447 |
| | Inquirer | (m) | 129.215 | 45.744 | 174.959 | 35.836 | 210.795 | 142 |
| | Sunday edition | (S) | 182.181 | 112.776 | 294.957 | 81.995 | 376.952 | 78 |
| | *News* | (e) | 109.186 | 25.831 | 135.017 | 6.572 | 141.589 | 68 |
| | Public Ledger | (m) | 44.100 | 30.013 | 74.113 | 25.856 | 99.969 | 851 |
| | *Public Ledger* | (e) | 134.323 | 55.977 | 190.300 | 8.284 | 198.584 | 274 |
| | Total Daily | (me) | 178.423 | 85.990 | 264.413 | 34.140 | 298.553 | 1.225 |
| | Sunday edition | (S) | 82.202 | 79.967 | 162.169 | 134.032 | 296.201 | 157 |
| | Record | (m) | 92.702 | 38.546 | 131.248 | 32.211 | 163.459 | 397 |
| | Sunday edition | (S) | 96.327 | 57.776 | 154.103 | 60.663 | 214.766 | 99 |
| Pittsburgh | Post-Gazette | (m) | 82.886 | 41.264 | 124.150 | 48.910 | 173.060 | 308 |
| | *Press* | (e) | 108.076 | 27.838 | 135.914 | 10.563 | 146.477 | 133 |
| | Sunday edition | (S) | 102.682 | 47.276 | 149.958 | 67.108 | 217.068 | 93 |
| | *Sun-Telegraph* | (e) | 86.891 | 36.776 | 123.667 | 12.025 | 135.692 | 137 |
| | Sunday edition | (S) | 106.192 | 90.801 | 196.993 | 109.063 | 306.056 | 61 |
| Pottstown | Mercury & News | (m) | 4.287 | 3.839 | 8.126 | 479 | 8.605 | 52 |
| Pottsville | Morning Paper* | (m) | 629 | 295 | 924 | 90 | 1.014 | 327 |
| | *Republican** | (e) | 3.850 | 6.583 | 10.433 | 2.363 | 12.796 | 45 |
| | Total Daily | (me) | 4.479 | 6.878 | 11.357 | 2.453 | 13.810 | 372 |
| Reading | *Eagle* | (e) | 19.236 | 16.108 | 35.344 | 2.284 | 37.628 | ... |
| | Sunday edition | (S) | 18.148 | 10.434 | 28.582 | 788 | 29.370 | 189 |
| | Times | (m) | 15.552 | 11.890 | 27.442 | 4.780 | 32.222 | 140 |
| Scranton | Republican* | (m) | 14.213 | 14.210 | 28.423 | 1.903 | 30.326 | 137 |
| | Scrantonian* | (S) | 16.362 | 12.822 | 29.184 | 9.313 | 38.497 | ... |
| | *Times** | (e) | 27.267 | 19.424 | 46.691 | 1.159 | 47.850 | 92 |

(*Continued on page 136*)


# *The Year 1933 Again Proved the Supremacy of*

# The Scranton Times

## *in all Classes of Advertising*

Keeping pace with a record established many years ago, The Scranton Times during the past year carried about *double* the amount of advertising printed by any other daily paper in the Scranton field.

**THE FOLLOWING TABLE SHOWS THE ADVERTISING LINEAGE CARRIED BY SCRANTON'S TWO DAILY PAPERS DURING THE ENTIRE YEAR OF 1933.**

*(Note The Times lead in 14 major advertising classifications)*

| | Times Lines | Second Paper Lines |
|---|---|---|
| Amusements | 374,703 | 309,701 |
| Automobiles | 552,937 | 250,453 |
| Cigars & Tobacco | 230,251 | 176,659 |
| Cloak & Suit | 287,364 | 107,730 |
| Clothing | 408,156 | 108,619 |
| Department Stores | 1,998,647 | 625,191 |
| Drugs | 285,103 | 120,211 |
| Food | 890,198 | 532,315 |
| Furniture | 876,232 | 572,299 |
| Gents Furnishings | 130,116 | 34,895 |
| Hardware | 106,456 | 27,545 |
| Jewelry | 329,735 | 61,768 |
| Radio | 105,763 | 21,147 |
| Shoes & Hosiery | 254,156 | 108,353 |
| All Other Advertising | 2,076,864 | 1,414,582 |
| TOTAL ADVERTISING | 8,906,681 | 4,471,468 |

### *History Again Repeats Itself!*

When The Times with a record of nearly *twice* the circulation of any other daily paper in the city of Scranton earns an advertising patronage *twice* as big as any other Scranton paper, it naturally follows that The Times will deliver at least *twice* the results that any other local medium can produce.

### *The Above Figures Tell Their Own Story*

Times advertisers who continually "come back for more" prove that every dollar spent in its columns brings real results. These figures truly speak louder than the honeyed words of glib-tongued solicitors.

**The SCRANTON TIMES Today Has a Greater Circulation by Several Thousand Than ALL the Other Daily Newspapers Printed or Sold in Scranton and Lackawanna County Combined,** and every subscriber reading The Times buys it for its news, editorial, educational or advertising value alone as The Times has never conducted a circulation contest, premium scheme or gift enterprise of any description.

**250,000 DAILY READERS CAN'T BE WRONG**

# The Scranton Times, Scranton, Pa.

**H. D. LACOSTE, Special Representative**

45 W. 34th Street
New York

Marquette Bldg.
Chicago

# SCOTT Presses are Increasingly Preferred

This is the natural result of consistent and effective work in advancing and improving the correct fundamental designs of Scott Units, Folders and Paper Feeds, which have established Scott Presses as equipment of outstanding value.

Scott Presses are built in two speeds, the "Extra-High-Speed," 60,000 an hour Press, for use where high maintained Speed and Production are essential, and the "Standard-High-Speed", 48,000 per hour Press for Press Room schedules that do not require the fastest possible running speed. Both Presses are furnished in "Straight-Unit" and "Multi-Unit" Models in Floor Fed, Balcony and Mezzanine Form.

All Scott Presses are supplied with the Exclusive Scott 3.2 Ratio Folders—the most effective Folders in Existence.

Scott Magazine Reels are furnished with Jones Automatic Tension Governors—the only Truly Automatic Tension Regulator in use on Reels—also with or without the Scott "Hi-Speed" Paster. Where Reels are not desired the Spindled Rolls are also controlled by the Jones Automatic Tension Governor.

No matter what your requirements are there is a Scott Press Equipment that will not only meet them properly but in a superlative manner.

Scott Presses are built on the most advanced Practical Designs, of materials carefully selected as best suited for the service to be performed. The Construction has been standardized with interchangeable parts to a degree not heretofore attained in Press Construction and the Prices are reasonable.

## Walter Scott & Company

New York
230 West 41st St.

Main Office and Factory
Plainfield, New Jersey, U.S.A.

Chicago
1330 Monadnock Block

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 134)

### PENNSYLVANIA—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Sharon | *Herald* | (e) | 2,669 | 3,266 | 5,935 | 142 | 6,077 | ... |
| | *News-Telegraph* | (e) | 2,827 | 3,258 | 6,085 | 62 | 6,147 | 3 |
| Stroudsburg | *Record* | (e) | 1,809 | 1,308 | 3,117 | 441 | 3,558 | 2 |
| Sunbury | *Item* | (e) | 2,336 | 3,194 | 5,530 | 546 | 6,076 | 5 |
| Washington | *Observer* | (m) | 1,356 | 6,947 | 8,303 | 314 | 8,617 | ... |
| | *Reporter* | (e) | 5,130 | 407 | 5,537 | 175 | 5,712 | ... |
| | Total Daily | (me) | 6,486 | 7,354 | 13,840 | 489 | 14,329 | ... |
| West Chester | *Local News* | (e) | 2,695 | 3,980 | 6,945 | 3,006 | 9,951 | ... |
| Wilkes-Barre | Record | (m) | 9,408 | 14,360 | 23,768 | 1,915 | 25,683 | 38 |
| | *Times-Leader* | (e) | 9,444 | 14,223 | 23,667 | 989 | 24,656 | ... |
| Williamsport | Gazette & Bulletin | (m) | 1,881 | 3,546 | 5,427 | 411 | 5,838 | 1 |
| | *Sun* | (e) | 12,599 | 5,016 | 17,615 | 704 | 18,319 | 17 |
| | Total Daily | (me) | 14,480 | 8,562 | 23,042 | 1,115 | 24,157 | 18 |
| **RHODE ISLAND** | | | | | | | | |
| Pawtucket | *Times*** | (e) | 16,752 | 5,819 | 22,571 | 515 | 23,086 | ... |
| | (**Statement for period April 1 to June 1, 1933, during which composing room employees were on strike.) | | | | | | | |
| | *Times*** | (e) | 20,923 | 6,319 | 27,242 | 816 | 28,058 | 2 |
| | (**Statement for period June 1 to Sept. 30, following settlement of strike.) | | | | | | | |
| Providence | *Bulletin* | (e) | 65,508 | 20,800 | 86,308 | 2,686 | 88,994 | 12 |
| | Journal | (m) | 22,831 | 15,927 | 38,758 | 3,498 | 42,256 | 3 |
| | Sunday edition | (S) | 50,022 | 33,680 | 83,702 | 5,499 | 89,201 | 18 |
| | *News-Tribune* | (e) | 19,486 | 8,293 | 27,779 | 1,229 | 29,008 | ... |
| Westerly | *Sun* | (x) | 3,024 | 1,855 | 4,879 | 228 | 5,107 | 16 |
| | Sunday edition | (S) | 2,845 | 1,976 | 4,821 | 229 | 5,050 | 12 |
| Woonsocket | *Call** | (e) | 9,872 | 5,332 | 15,204 | 460 | 15,664 | 2 |
| **SOUTH CAROLINA** | | | | | | | | |
| Anderson | Independent & Tribune | (m) | 1,933 | 3,241 | 5,174 | 142 | 5,316 | ... |
| | *Mail* | (e) | 1,759 | 1,212 | 2,971 | 112 | 3,083 | ... |
| | Total Daily | (me) | 3,692 | 4,453 | 8,145 | 254 | 8,399 | ... |
| Charleston | News & Courier | (m) | 4,280 | 5,303 | 9,583 | 3,144 | 12,727 | 3 |
| | Sunday edition | (S) | 9,256 | 6,915 | 16,171 | 4,057 | 20,228 | ... |
| | *Post* | (e) | 9,728 | 2,317 | 12,045 | 353 | 12,398 | ... |
| Columbia | *Record* | (e) | 8,186 | 4,675 | 12,861 | 2,369 | 15,230 | 1 |
| | State | (m) | 7,146 | 7,146 | 14,292 | 7,789 | 22,081 | 33 |
| | Sunday edition | (S) | 8,014 | 7,143 | 15,157 | 8,286 | 23,443 | 42 |
| Greenville | News | (m) | 9,064 | 14,000 | 23,064 | 5,061 | 28,125 | ... |
| | *Piedmont* | (e) | 7,198 | 3,398 | 10,596 | 250 | 10,846 | ... |
| | Total Daily | (me) | 16,262 | 17,398 | 33,660 | 5,311 | 38,971 | ... |
| | Sunday edition | (S) | 9,765 | 12,819 | 22,584 | 5,161 | 27,745 | ... |
| Spartanburg | Herald | (m) | 2,845 | 7,314 | 10,159 | 223 | 10,382 | ... |
| | *Journal* | (e) | 3,963 | 786 | 4,749 | 32 | 4,781 | ... |
| | Total Daily | (me) | 6,808 | 8,100 | 14,908 | 255 | 15,163 | ... |
| | Sunday edition | (S) | 5,451 | 8,356 | 13,807 | 245 | 14,052 | ... |
| **SOUTH DAKOTA** | | | | | | | | |
| Aberdeen | American | (m) | 921 | 5,453 | 6,374 | 1,046 | 7,420 | ... |
| | *News* | (e) | 2,811 | 1,169 | 3,980 | 353 | 4,333 | ... |
| | Total Daily | (me) | 3,732 | 6,622 | 10,354 | 1,399 | 11,753 | ... |
| | Sunday edition | (S) | 2,877 | 6,481 | 9,358 | 1,367 | 10,725 | ... |
| Huron | *Huronite* | (e) | 2,513 | 4,778 | 7,291 | 423 | 7,714 | ... |
| Mitchell | *Republican* | (e) | 1,919 | 6,134 | 8,053 | 1,391 | 9,444 | 3 |
| Rapid City | *Journal* | (e) | 2,010 | 2,439 | 4,449 | 169 | 4,618 | 1 |
| Sioux Falls | *Argus-Leader* | (e) | 8,272 | 16,285 | 24,557 | 7,514 | 32,071 | 9 |
| | Sunday edition | (S) | 7,741 | 6,797 | 14,538 | 3,641 | 18,179 | ... |
| Watertown | *Public Opinion* | (e) | 1,943 | 3,755 | 5,698 | 685 | 6,383 | 5 |

(*Continued on page* 138)


## We Are "Small Town"

The truth is there are very many more "small towns" than big ones in these United States of America, and the advertiser who would sell his product must learn that sooner or later.

The longer he waits the more costly his lesson is.

**The York (County) Pa. "Gazette and Daily"**

***We cover our small town and its economic "hinterland" completely and intensively***

For further details see
HOWLAND & HOWLAND, Inc.
National Representatives
NEW YORK — 247 PARK AVENUE
CHICAGO — 360 N. MICHIGAN AVENUE



## *For "One Paper" Minds—*

Those who erroneously believe that one Rhode Island newspaper covers the entire State.

# *Spend a Part of Your Rhode Island Appropriation in

# The Pawtucket Times

(*Rhode Island's second largest afternoon paper*)

## The Only Newspaper Covering Rhode Island's Second Largest Market

**The Twin Cities of Pawtucket and Central Falls**

**(103,047 pop.)**

and a recognized, responsive suburban trading territory in Rhode Island and nearby Massachusetts.

**(150,000 pop.)**

PROVIDENCE advertisers, only four miles away, use from One to Two Million lines each year in The Pawtucket Times. They know that no one or group of Providence newspapers cover this field.

MAKE your 1934 advertising dollars pay dividends in Rhode Island's Second Largest Market.

*A REASONABLE part of your Rhode Island appropriation, allocated to The Pawtucket Times, is necessary to assure adequate representation in a market covered by no other Rhode Island newspaper.

# The Pawtucket Times

Daily Average paid Circulation **29,863** For December 1933

A. B. C. Aud. Statement **28,599** 12 mos. end. March 31, 1933

*National Representatives*
GILMAN, NICOLL & RUTHMAN
NEW YORK — CHICAGO — PHILADELPHIA — BOSTON
DETROIT — SAN FRANCISCO — SEATTLE

# PROGRESS *and* HOE *are linked inseparably*

In the Super-Production Press with Instantaneous Lock-up, Full-Speed Paster, and Automatic Tension, Hoe has given to journalism the acme of mechanical perfection in newspaper printing.

This modern printing combination is the product of more than 100 years of pioneering cooperation with publishers the world over. It is the active symbol of leadership recognized and respected by those to whom the mechanical phase of journalism is paramount.

Hoe recognizes no permanent impossibility. As demands for higher speeds and better printing arose, Hoe was ready with a product built upon experience, to assure safe as well as economical operation.

Whatever your needs, Hoe has the answer, for Progress and Hoe are linked inseparably.

IRVING TRUST COMPANY . . . RECEIVER IN EQUITY FOR

R. HOE & Co., Inc.

General Offices
138th St. and East River
New York City

BOSTON SAN FRANCISCO CHICAGO

**CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS**

(*Continued from page* 136)

**TENNESSEE**

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Chattanooga | *News* | (e) | 19.331 | 9.681 | 29.012 | 4.765 | 33.777 | 28 |
| | Times | (m) | 19.553 | 10.233 | 29.786 | 4.848 | 34.634 | 231 |
| | Sunday edition | (S) | 19.812 | 7.205 | 27.017 | 4.254 | 31.271 | 195 |
| Clarksville | *Leaf-Chronicle* | (e) | 1.032 | 1.059 | 2.091 | 234 | 2.325 | ... |
| Kingsport | *Times** | (e) | 2.008 | 1.040 | 3.048 | 159 | 3.207 | ... |
| | Sunday edition | (S) | 2.077 | 1.129 | 3.206 | 160 | 3.366 | ... |
| Knoxville | Journal | (m) | 10.960 | 20.269 | 31.229 | 4.570 | 35.799 | ... |
| | Sunday edition | (S) | 12.573 | 12.329 | 24.902 | 4.564 | 29.466 | ... |
| | *News-Sentinel* | (e) | 18.568 | 10.305 | 28.873 | 6.941 | 35.814 | ... |
| | Sunday edition | (S) | 18.131 | 11.947 | 30.078 | 7.062 | 37.140 | ... |
| Memphis | Commercial Appeal | (m) | 41.951 | 30.802 | 72.753 | 40.725 | 113.478 | 11 |
| | Sunday edition | (S) | 44.302 | 30.352 | 74.654 | 45.711 | 120.365 | ... |
| | *Press-Scimitar* | (e) | 41.494 | 25.679 | 67.173 | 26.583 | 93.756 | 7 |
| Nashville | *Banner* | (e) | 25.029 | 25.631 | 50.660 | 5.886 | 56.546 | ... |
| | Sunday edition | (S) | 28.508 | 26.437 | 54.945 | 6.326 | 61.271 | ... |
| | Tennessean | (m) | 25.500 | 21.323 | 46.823 | 3.978 | 50.801 | 112 |
| | *Tennessean* | (e) | 24.260 | 9.930 | 34.190 | 423 | 34.613 | ... |
| | Total Daily | (me) | 49.760 | 31.253 | 81.013 | 4.401 | 85.414 | 112 |
| | Sunday edition | (S) | 29.114 | 23.265 | 52.379 | 4.900 | 57.279 | 90 |

**TEXAS**

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Amarillo | *Globe* | (x) | 7.329 | 1.206 | 8.535 | 55 | 8.590 | 15 |
| | News | (m) | 5.635 | 12.305 | 17.940 | 1.320 | 19.260 | 6 |
| | Total Daily | (me) | 12.964 | 13.511 | 26.475 | 1.375 | 27.850 | 21 |
| | Sunday edition | (S) | 9.012 | 14.373 | 23.385 | 1.569 | 24.954 | 6 |
| Austin | American | (m) | 6.760 | 5.209 | 11.969 | 1.141 | 13.110 | 6 |
| | *Statesman* | (e) | 7.377 | 2.791 | 10.168 | 1.145 | 11.313 | 11 |
| | Total Daily | (me) | 14.137 | 8.000 | 22.137 | 2.286 | 24.423 | 17 |
| | Sunday edition | (S) | 12.213 | 6.695 | 18.908 | 1.982 | 20.890 | 15 |
| Beaumont | Enterprise | (m) | 6.209 | 7.263 | 13.472 | 3.583 | 17.055 | 3 |
| | *Journal* | (e) | 8.118 | 4.669 | 12.787 | 1.133 | 13.920 | 4 |
| | Total Daily | (me) | 14.327 | 11.932 | 26.259 | 4.716 | 30.975 | 7 |
| | Sunday edition | (S) | 10.227 | 12.109 | 22.336 | 5.841 | 28.177 | 15 |
| Corpus Christi | Caller* | (m) | 2.298 | 998 | 3.296 | 948 | 4.244 | 27 |
| | *Times** | (e) | 2.275 | 248 | 2.523 | 450 | 2.973 | ... |
| | Total Daily | (me) | 4.573 | 1.246 | 5.819 | 1.398 | 7.217 | 27 |
| | Sunday edition | (S) | 4.045 | 1.288 | 5.333 | 1.422 | 6.755 | 27 |
| Dallas | *Dispatch* | (e) | 29.477 | 7.914 | 37.391 | 3.283 | 40.674 | 35 |
| | Sunday edition | (S) | 26.592 | 7.949 | 34.541 | 3.390 | 37.931 | 12 |
| | *Journal* | (e) | 27.025 | 9.572 | 36.597 | 3.955 | 40.552 | 38 |
| | News | (m) | 36.015 | 19.910 | 55.925 | 21.419 | 77.344 | 487 |
| | Sunday edition | (S) | 36.674 | 22.062 | 58.736 | 27.327 | 86.063 | 461 |
| | *Times-Herald* | (e) | 43.962 | 14.776 | 58.738 | 2.617 | 61.355 | 1 |
| | Sunday edition | (S) | 40.001 | 15.287 | 55.288 | 2.826 | 68.114 | 300 |
| Denton | *Record-Chronicle** | (e) | 1.223 | 503 | 1.726 | 135 | 1.861 | ... |
| El Paso | *Herald-Post* | (e) | 14.694 | 10.134 | 24.828 | 358 | 25.186 | 4 |
| | Times | (m) | 11.483 | 5.930 | 17.413 | 185 | 17.598 | 3 |
| | Sunday edition | (S) | 11.977 | 6.548 | 18.525 | 244 | 18.769 | ... |
| Fort Worth | *Press* | (e) | 27.164 | 10.083 | 37.247 | 1.658 | 38.905 | 63 |
| | Star-Telegram | (m) | 20.618 | 10.896 | 31.514 | 49.267 | 80.781 | 139 |
| | *Star-Telegram* | (e) | 32.077 | 12.152 | 44.229 | 8.538 | 52.767 | 85 |
| | Total Daily | (me) | 52.695 | 23.048 | 75.743 | 57.805 | 133.548 | 224 |
| | Sunday edition | (S) | 28.308 | 13.226 | 41.534 | 52.082 | 93.616 | 258 |
| Galveston | News | (m) | 6.868 | 1.150 | 8.018 | 785 | 8.803 | 45 |
| | *Tribune* | (e) | 8.318 | 415 | 8.733 | 114 | 8.847 | 4 |
| | Total Daily | (me) | 15.186 | 1.565 | 16.751 | 899 | 17.650 | 49 |
| | Sunday edition | (S) | 10.424 | 1.411 | 11.835 | 867 | 12.702 | 45 |
| Houston | *Chronicle* | (e) | 36.680 | 6.447 | 43.127 | 36.884 | 80.011 | 79 |
| | Sunday edition | (S) | 38.037 | 6.884 | 44.921 | 37.088 | 82.009 | 58 |

(*Continued on page* 139)


# 3 Important Facts For Your Files!

Before releasing your campaign in Houston, consider these facts:

**Which newspaper has the largest circulation (most coverage)?**

**Which one publishes the largest volume of advertising (secures the best results)?**

**Which one offers you the lowest cost (most economical rate)?**

• • •

The Houston Chronicle, according to the last Publisher's A. B. C. Statement for a period of six months ending September 30, 1933, has **15,746** more daily circulation than the second paper and **33,985** more than the third paper.

The Houston Chronicle published **27.4%** more advertising in 1933 than the second paper and **75.1%** more than the third paper.

The Houston Chronicle's daily miline rate is only **2.25,** while the miline rate of the second paper is 2.65 and the miline rate of the third paper is 2.82.

•

**THE HOUSTON CHRONICLE**

**Leads the State in National Advertising**

R. W. McCARTHY
*Manager National Advertising*

THE BRANHAM COMPANY
*National Representatives*



# FIRST in the Entire South
## in Local Display Advertising Linage

*For the Year 1933* . . . The Daily Times Herald carried 8,271,787 lines of local display advertising . . . 1,513,118 more lines than any other newspaper in the entire South . . . and 1,183,784 more lines than any TWO Dallas newspapers COMBINED!

***Local Display Advertising Linage of the South's Largest Newspapers***

BIRMINGHAM, ALA.
*The Birmingham News*
*4,535,552 Lines*

ATLANTA, GEORGIA
*The Atlanta Journal*
*5,333,272 Lines*

TULSA, OKLAHOMA
*The Tulsa World*
*4,496,688 Lines*

DALLAS, TEXAS
*The Times Herald*
*8,271,787 Lines*

DALLAS, TEXAS
*Dallas Morning News*
*4,619,119 Lines*

SAN ANTONIO, TEX.
*San Antonio Light*
*4,182,360 Lines*

FORT WORTH, TEX.
*The Star-Telegram*
*3,760,428 Lines*

NEW ORLEANS, LA.
*The Times Picayune*
*6,758,669 Lines*

MEMPHIS, TENN.
*The Commercial Appeal*
*5,562,746 Lines*

HOUSTON, TEXAS
*The Houston Chronicle*
*4,301,920 Lines*

OKLA. CITY, OKLA.
*Oklahoman & Times*
*4,929,694 Lines*

NOTE: Advertising lineage figures for out-of-town newspapers were received direct from the newspapers listed. Figures for Dallas newspapers were computed by DeLisser Bros., Public Accountants, New York, for eleven months. December figures were computed by our own accounting department. Final figures may vary slightly but not enough to affect the totals.

# THE DAILY TIMES HERALD
## DALLAS, TEXAS

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 138)

### TEXAS—Continued

| City | Paper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Houston | Post | (m) | 30.358 | 7.192 | 37.550 | 26.715 | 64.265 | 77 |
| | Sunday edition | (S) | 35.666 | 7.348 | 43.014 | 29.176 | 72.190 | 70 |
| | *Press* | (e) | 37.026 | 3.262 | 40.288 | 5.738 | 46.026 | 71 |
| Port Arthur | *News* | (e) | 7.285 | ... | 7.285 | 932 | 8.217 | ... |
| | Sunday edition | (S) | 7.598 | ... | 7.598 | 1.004 | 8.602 | ... |
| San Antonio | Express* | (m) | 13.618 | ... | 13.618 | 17.946 | 31.564 | 13 |
| | *News** | (e) | 25.927 | ... | 25.927 | 10.847 | 36.774 | 2 |
| | Total Daily | (me) | 39.545 | ... | 39.545 | 28.793 | 68.338 | 15 |
| | Sunday edition | (S) | 24.388 | ... | 24.388 | 26.196 | 50.584 | 195 |
| | *Light** | (e) | 31.696 | ... | 31.696 | 13.425 | 45.121 | 154 |
| | Sunday edition | (S) | 43.815 | ... | 43.815 | 28.686 | 72.501 | ... |
| Sherman | *Democrat** | (e) | 2.392 | 3.348 | 5.740 | 332 | 6.072 | ... |
| | Sunday edition | (S) | 2.493 | 3.366 | 5.859 | 331 | 6.190 | ... |
| Temple | Telegram* | (m) | 1.626 | 4.264 | 5.890 | 1.251 | 7.141 | ... |
| | Sunday edition | (S) | 1.793 | 4.348 | 6.171 | 1.283 | 7.454 | ... |
| Texarkana | Gazette* | (m) | 3.496 | 5.398 | 8.894 | 136 | 9.030 | ... |
| | *News** | (e) | 3.970 | 1.497 | 5.467 | ... | 5.467 | ... |
| | Total Daily | (me) | 7.466 | 6.895 | 14.361 | 136 | 14.497 | ... |
| | Sunday edition | (S) | 4.041 | 5.965 | 10.006 | 189 | 10.195 | ... |
| Waco | News-Tribune | (m) | 5.121 | ... | 5.121 | 10.240 | 15.361 | ... |
| | *Times-Herald* | (x) | 5.939 | ... | 5.939 | 5.737 | 11.676 | ... |
| | *Times-Herald* | (y) | 5.842 | ... | 5.842 | 3.644 | 9.486 | ... |
| | Total Daily | (me) | 11.060 | ... | 11.060 | 15.977 | 27.037 | ... |
| | Sunday edition | (S) | 11.470 | ... | 11.470 | 14.273 | 25.743 | ... |
| Wichita Falls | *Record-News* | (e) | 6.425 | 5.160 | 11.585 | 1.936 | 13.521 | ... |
| | Times | (m) | 3.855 | 5.827 | 9.682 | 2.540 | 12.222 | ... |
| | Total Daily | (me) | 10.280 | 10.987 | 21.267 | 4.476 | 25.743 | ... |
| | Sunday edition | (S) | 8.643 | 11.446 | 20.089 | 4.704 | 24.793 | ... |
| **UTAH** | | | | | | | | |
| Ogden | *Standard-Examiner* | (e) | 6.854 | 2.410 | 9.264 | 1.087 | 10.351 | ... |
| | Sunday edition | (S) | 7.210 | 2.565 | 9.775 | 1.196 | 10.971 | ... |
| Salt Lake City | *Deseret News** | (e) | 11.167 | 6.203 | 17.370 | 16.113 | 33.483 | 50 |
| | *Telegram** | (e) | 11.943 | 2.459 | 14.402 | 1.783 | 16.185 | ... |
| | Tribune* | (m) | 17.115 | 6.098 | 23.213 | 21.796 | 45.009 | 78 |
| | Total Daily | (me) | 29.058 | 8.557 | 37.615 | 23.579 | 61.194 | 78 |
| | Sunday edition | (S) | 27.251 | 9.453 | 36.704 | 26.647 | 63.351 | 75 |
| **VERMONT** | | | | | | | | |
| Barre | *Times* | (e) | 2.452 | 3.247 | 5.699 | 793 | 6.492 | 34 |
| Burlington | Free Press | (m) | 3.920 | 9.237 | 13.157 | 2.628 | 15.785 | 5 |
| | *News* | (e) | 3.000 | 1.863 | 4.863 | 320 | 5.183 | 67 |
| Rutland | Herald | (m) | 3.278 | 8.034 | 11.312 | 1.391 | 12.703 | 12 |
| **VIRGINIA** | | | | | | | | |
| Alexandria | *Gazette** | (e) | 3.849 | 879 | 4.728 | 111 | 4.839 | 15 |
| Bristol | Herald-Courier* | (m) | 2.803 | 3.051 | 5.854 | 2.951 | 8.805 | ... |
| | *News-Bulletin* | (e) | 1.986 | 126 | 2.112 | 72 | 2.184 | ... |
| | Total Daily | (me) | 4.789 | 3.177 | 7.966 | 3.023 | 10.989 | ... |
| | Sunday edition | (S) | 3.765 | 3.583 | 7.348 | 3.367 | 10.715 | ... |
| Clifton Forge | *Review** | (e) | 1.067 | 127 | 1.194 | 155 | 1.349 | 9 |
| Danville | Register | (m) | 3.493 | 3.012 | 6.505 | 153 | 6.658 | ... |
| | *Bee* | (e) | 6.674 | 2.538 | 8.612 | 163 | 8.775 | ... |
| | Total Daily | (me) | 9.567 | 5.550 | 15.117 | 316 | 15.433 | ... |
| | Sunday edition | (S) | 3.951 | 3.242 | 7.193 | 178 | 7.371 | ... |
| Harrisonburg | News-Record* | (m) | 1.069 | 4.726 | 5.795 | 565 | 6.360 | 31 |
| Lynchburg | News* | (m) | 3.310 | 3.775 | 7.085 | 1.681 | 8.766 | ... |
| | *Advance** | (e) | 6.711 | 888 | 7.559 | 69 | 7.668 | ... |
| | Total Daily | (me) | 10.021 | 4.663 | 14.684 | 1.750 | 16.434 | ... |
| | Sunday edition | (S) | 4.365 | 4.168 | 8.533 | 1.715 | 10.248 | ... |
| Newport News | Press | (m) | 1.746 | 4.527 | 6.273 | 294 | 6.567 | 99 |
| | *Times-Herald* | (e) | 5.468 | 2.804 | 8.272 | 40 | 8.312 | 58 |
| | Total Daily | (me) | 7.214 | 7.331 | 14.545 | 334 | 14.879 | 157 |
| | Sunday edition | (S) | 4.429 | 6.969 | 11.398 | 315 | 11.713 | 99 |
| Norfolk | *Ledger-Dispatch* | (e) | 25.882 | 4.805 | 30.667 | 10.862 | 41.549 | 6 |
| | Virginian-Pilot | (m) | 28.963 | 6.898 | 35.861 | 6.354 | 42.215 | 41 |
| | Sunday edition | (S) | 29.951 | 6.434 | 36.385 | 5.911 | 42.296 | 13 |
| Richmond | *News-Leader* | (e) | 44.653 | 8.676 | 53.329 | 12.958 | 66.287 | 125 |
| | Times-Dispatch | (m) | 33.325 | 9.605 | 42.930 | 19.880 | 62.810 | 106 |
| | Sunday edition | (S) | 34.904 | 9.828 | 44.732 | 22.196 | 66.928 | 77 |
| Roanoke | Times* | (m) | 4.478 | 8.500 | 12.978 | 6.755 | 19.733 | 94 |
| | *World-News** | (e) | 13.174 | 2.573 | 15.747 | 418 | 16.165 | 7 |
| | Total Daily | (me) | 7.652 | 11.073 | 28.725 | 7.173 | 35.898 | 101 |
| | Sunday edition | (S) | 9.003 | 9.416 | 18.419 | 6.987 | 25.406 | 75 |
| Staunton | *News-Leader** | (m) | 698 | 3.200 | 3.898 | 483 | 4.381 | ... |
| | *Leader** | (e) | 2.170 | 217 | 2.387 | 81 | 2.468 | ... |
| | Total Daily | (me) | 2.868 | 3.417 | 6.285 | 564 | 6.849 | ... |
| | Sunday edition | (S) | 1.258 | 3.235 | 4.493 | 483 | 4.976 | ... |
| Winchester | *Star** | (e) | 1.878 | 1.796 | 3.674 | 520 | 4.194 | ... |
| **WASHINGTON** | | | | | | | | |
| Bremerton | *News-Searchlight* | (e) | 3.458 | 868 | 4.326 | 216 | 4.542 | 58 |
| Port Angeles | *News* | (e) | 2.007 | 434 | 2.441 | 69 | 2.510 | ... |
| Seattle | Post-Intelligencer | (m) | 46.321 | 13.445 | 59.766 | 27.087 | 86.853 | 100 |
| | Sunday edition | (S) | 53.762 | 19.772 | 73.534 | 75.398 | 148.932 | 39 |
| | *Star* | (e) | 50.655 | 14.618 | 65.273 | 20.085 | 85.358 | 76 |
| | *Times* | (e) | 63.944 | 12.288 | 76.232 | 13.518 | 89.750 | 94 |
| | Sunday edition | (S) | 57.096 | 14.753 | 71.849 | 28.170 | 100.019 | 44 |
| Spokane | *Chronicle* | (e) | 21.853 | 14.616 | 36.469 | 1.973 | 38.442 | 108 |
| | *Press* | (e) | 10.064 | 9.625 | 19.689 | 1.663 | 21.352 | 175 |
| | Spokesman-Review | (m) | 15.576 | 18.871 | 34.347 | 6.675 | 41.022 | 219 |
| | Sunday edition | (S) | 21.288 | 18.041 | 39.329 | 5.791 | 45.120 | 159 |
| Tacoma | Ledger | (m) | 8.775 | 4.514 | 13.289 | 1.311 | 14.600 | 52 |
| | *News-Tribune* | (e) | 17.395 | 10.062 | 27.457 | 2.919 | 30.376 | 2 |
| | Total Daily | (me) | 26.170 | 14.576 | 40.746 | 4.230 | 44.976 | 54 |
| | Sunday edition | (S) | 16.886 | 7.631 | 24.517 | 1.213 | 25.730 | 24 |
| Tacoma | *Times* | (e) | 17.613 | 6.439 | 24.052 | 1.837 | 25.889 | 22 |
| Vancouver | *Columbian* | (e) | Statement in Correspondence. | | | | | |
| Walla Walla | *Bulletin* | (e) | 3.208 | 2.769 | 5.977 | 925 | 6.902 | ... |
| | Sunday edition | (S) | 3.161 | 2.763 | 5.924 | 941 | 6.865 | ... |
| | Union | (m) | 1.803 | 1.792 | 3.595 | 971 | 4.566 | ... |
| | Sunday edition | (S) | 1.816 | 1.767 | 3.583 | 1.004 | 4.587 | ... |
| Wenatchee | *World* | (e) | 2.927 | 5.643 | 8.570 | 553 | 9.123 | 12 |
| **WEST VIRGINIA** | | | | | | | | |
| Beckley | Post-Herald* | (m) | 902 | 2.808 | 3.710 | 67 | 3.777 | ... |
| | *Raleigh Register** | (e) | 1.118 | 2.464 | 3.582 | 70 | 3.652 | ... |
| | Total Daily | (me) | 2.020 | 5.272 | 7.292 | 137 | 7.429 | ... |
| | Sunday edition | (S) | 1.675 | 5.469 | 7.144 | 61 | 7.205 | ... |

(*Continued on page* 140)


# A Good Market in 1933— A Better Market in 1934

San Antonio and its trade territory—South and West Texas—were a good market in 1933, and will be a far better market in 1934, for manufacturers and distributors who take advantage of the opportunity for advertising and selling their products throughout this rich region.

San Antonio retail stores report the best holiday trade since Christmas of 1929. This New Year brings better conditions and greater opportunities for all manner of products, to be sold in the South Texas market by those who concentrate their selling efforts in advertising in San Antonio Express and San Antonio Evening News.

The Express and The Evening News are family newspapers. They go into San Antonio and South Texas homes whose families have discriminating intelligence and the means to buy. The great majority of such homes can be reached only through the coverage of these two newspapers.

**SAN ANTONIO EXPRESS**
**SAN ANTONIO EVENING NEWS**

*Texas' Foremost Newspapers*

**The John Budd Company, National Advertising Representative**

NEW YORK CHICAGO ST. LOUIS ATLANTA DALLAS LOS ANGELES SAN FRANCISCO PORTLAND, ORE.



**COLUMBIA, TENNESSEE**

*. . . In the center of the great Tennessee Valley Project—*
*. . . In the heart of Tennessee's rich Tobacco market—*
*. . . In the midst of Tennessee's leading agricultural and livestock section—*
*. . . In the center of Tennessee's rich phosphate fields—*

**There is only one medium of coverage**

**THE DAILY HERALD**

*"Doing a Better Job" in the Heart of Tennessee's Richest Agricultural Section with an Industrial Payroll of over $4,138,000 . . . the largest "Street" Mule Market in the World.*



**CORK MOLDING BLANKETS**
SOFT, MEDIUM, HARD

•

**PACKING FELT**
PLAIN, GUMMED SHEETS, ROLLS, STRIPS

•

**TAILBOARDS**
PAPER, STEEL

•

**REMOISTENING GUM**
FOR COATING PLAIN FELT

•

**ASBESTOS CLOTH**
FOR ALL MAKES OF SCORCHERS

•••

**American Publishers Supply**
P. O. BOX 131
West Lynn, Massachusetts

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 139)

### WEST VIRGINIA—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Bluefield | Telegraph* | (m) | 3.087 | 6.154 | 9.241 | 636 | 9.877 | ... |
| | Sunset News* | (e) | 1.014 | 259 | 1.273 | 21 | 1.294 | ... |
| | Total Daily | (me) | 4.101 | 6.413 | 10.514 | 657 | 11.171 | ... |
| | Sunday edition | (S) | 4.203 | 9.468 | 13.671 | 932 | 14.603 | ... |
| Charleston | Gazette* | (m) | 9.984 | 13.119 | 23.103 | 8.858 | 31.961 | 125 |
| | Sunday edition | (S) | 11.139 | 15.870 | 27.009 | 10.471 | 37.480 | 160 |
| Clarksburg | Exponent | (m) | 3.161 | 5.403 | 8.564 | 3.408 | 11.972 | ... |
| | *Telegram* | (e) | 6.143 | 6.224 | 12.367 | 2.170 | 14.537 | ... |
| | Total Daily | (me) | 9.304 | 11.627 | 20.931 | 5.578 | 26.509 | ... |
| | Sunday edition | (S) | 7.654 | 12.570 | 20.224 | 8.827 | 29.051 | ... |
| Fairmont | Times | (m) | 1.923 | 1.769 | 3.692 | 471 | 4.163 | 9 |
| | West Virginian | (e) | 2.584 | 1.641 | 4.225 | 166 | 4.391 | ... |
| | Total Daily | (me) | 4.507 | 3.410 | 7.917 | 637 | 8.554 | 9 |
| | Sunday edition | (S) | 4.629 | 4.216 | 8.845 | 663 | 9.508 | 45 |
| Huntington | Herald-Dispatch* | (m) | 7.557 | 3.238 | 10.595 | 1.546 | 12.141 | ... |
| | *Advertiser* | (e) | 10.003 | 1.506 | 11.509 | 134 | 11.643 | ... |
| | Total Daily | (me) | 17.360 | 4.744 | 22.104 | 1.680 | 23.784 | ... |
| | Sunday edition | (S) | 12.707 | 4.170 | 16.877 | 1.652 | 18.529 | ... |
| Martinsburg | *Journal* | (e) | 2.731 | 1.850 | 4.581 | 359 | 4.940 | ... |
| Morgantown | Dominion-News | (m) | 2.380 | 3.309 | 5.689 | 419 | 6.108 | ... |
| | *Post* | (e) | 3.081 | 2.690 | 5.771 | 212 | 5.983 | ... |
| | Total Daily | (me) | 5.461 | 5.999 | 11.460 | 631 | 12.091 | ... |
| Parkersburg | Sentinel | (e) | 6.872 | 3.432 | 10.304 | 392 | 10.696 | ... |
| Wheeling | Intelligencer* | (m) | 2.879 | 4.655 | 7.534 | 2.242 | 9.776 | ... |
| | *News** | (e) | 12.428 | 3.632 | 16.060 | 416 | 16.476 | ... |
| | Sunday edition | (S) | 9.478 | 6.990 | 16.468 | 761 | 17.229 | ... |
| | Register* | (m) | 4.553 | 1.805 | 6.358 | 1.434 | 7.792 | 5 |
| | Sunday edition | (S) | 5.230 | 1.618 | 6.848 | 875 | 7.723 | ... |

### WISCONSIN

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Appleton | *Post-Crescent* | (e) | 6.124 | 7.956 | 14.080 | 322 | 14.402 | ... |
| Beloit | *News* | (e) | 5.764 | 3.318 | 9.082 | 318 | 9.400 | 4 |
| Chippewa Falls | *Herald-Telegram* | (e) | 1.584 | 2.099 | 3.683 | 270 | 3.953 | ... |
| Eau Claire | Leader | (m) | 1.971 | 6.456 | 8.427 | 530 | 8.957 | ... |
| | *Telegram* | (e) | 4.032 | 72 | 4.104 | 117 | 4.221 | 3 |
| | Total Daily | (me) | 6.003 | 6.528 | 12.531 | 647 | 13.178 | 3 |
| | Sunday edition | (S) | 2.007 | 6.508 | 8.515 | 529 | 9.044 | ... |
| Fond du Lac | *Com'nw'lth Reporter* | (e) | 5.264 | 6.074 | 11.338 | 689 | 12.027 | ... |
| Green Bay | *Press-Gazette* | (e) | 9.385 | 7.215 | 16.600 | 1.042 | 17.642 | 6 |
| Janesville | *Gazette* | (e) | 4.830 | 7.795 | 12.625 | 221 | 12.846 | 11 |
| Kenosha | *News* | (e) | 7.640 | 1.136 | 8.776 | 576 | 9.352 | 1 |
| La Grosse | *Tribune & Leader-Press* | (e) | 6.916 | 4.429 | 11.345 | 474 | 11.819 | 2 |
| | Sunday edition | (S) | 6.099 | 4.404 | 10.503 | 477 | 10.980 | ... |
| Madison | *Capital-Times** | (e) | 9.290 | 12.202 | 21.492 | 3.607 | 25.099 | ... |
| | Sunday edition | (S) | 8.345 | 12.072 | 20.417 | 3.602 | 24.019 | ... |
| | *Wisconsin State Journal** | (e) | 11.460 | 10.484 | 21.944 | 2.441 | 24.385 | ... |
| | Sunday edition | (S) | 10.766 | 10.583 | 21.349 | 2.455 | 23.804 | ... |
| Manitowoc | *Herald-Times* | (e) | 4.692 | 5.064 | 9.756 | 420 | 10.176 | ... |
| Milwaukee | *Journal* | (e) | 79.203 | 39.381 | 118.584 | 27.453 | 146 037 | ... |
| | Sunday edition | (S) | 71.135 | 47.634 | 118.769 | 56.703 | 175.472 | ... |
| | Sentinel | (m) | 34.346 | 19.045 | 53.391 | 27.556 | 80.947 | 334 |
| | *Wisconsin News* | (e) | 50.557 | 19.812 | 70.369 | 17.060 | 87.429 | 34 |
| | Total Daily | (me) | 84.903 | 38.857 | 123.760 | 44.616 | 168.376 | 368 |
| | Sunday edition | (S) | 51.205 | 33.632 | 84.837 | 58.927 | 143.764 | 174 |
| Monroe | *Times* | (e) | 1.063 | 1.327 | 2.390 | 207 | 2.597 | ... |
| Oshkosh | *Northwestern* | (e) | 9.394 | 3.532 | 12.926 | 508 | 13.434 | 12 |
| Racine | *Journal-Times* | (e) | 11.319 | 2.944 | 14.263 | 409 | 14.672 | ... |
| Sheboygan | *Press* | (e) | 8.145 | 6.993 | 15.138 | 842 | 15.980 | 151 |
| Superior | *Telegram* | (e) | 6.909 | 7.082 | 13.991 | 3.985 | 17.976 | 46 |
| Wausau | *Record-Herald* | (e) | 5.188 | 2.740 | 7.928 | 184 | 8.112 | ... |

### WYOMINNG

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Casper | *Tribune-Herald* | (e) | 4.005 | 1.867 | 5.872 | 1.000 | 6.872 | ... |
| | Sunday edition | (S) | 3.969 | 1.901 | 5.870 | 1.017 | 6.887 | ... |
| Cheyenne | *Tribune-Leader* | (e) | 3.955 | 1.694 | 5.649 | 1.807 | 7.456 | ... |
| Sheridan | *Press* | (e) | 2.002 | 1.836 | 3.838 | 1.322 | 5.160 | 5 |
| | Sunday edition | (S) | 2.162 | 1.954 | 4.116 | 1.372 | 5.488 | 3 |

## DOMINION OF CANADA

### ALBERTA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Calgary | Albertan | (m) | Statement Delayed. | | | | | |
| | *Herald** | (e) | 16.292 | 8.402 | 24.694 | 711 | 25.405 | ... |
| Edmonton | *Bulletin* | (e) | 8.350 | 7.169 | 15.519 | 1.102 | 16.621 | ... |
| | *Journal** | (e) | 15.468 | 12.256 | 27.724 | 506 | 28.230 | 1 |
| Lethbridge | *Herald** | (r) | 2.394 | 2.781 | 5.175 | 259 | 5.434 | 4 |
| | Saturday edition | (y) | 2.767 | 3.592 | 6.359 | 294 | 6.653 | 1 |
| Medicine Hat | *News* | (e) | 1.362 | 83 | 1.445 | 72 | 1.517 | 16 |

### BRITISH COLUMBIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Nelson | News | (m) | 1.105 | 2.689 | 3.794 | 145 | 3.939 | ... |
| Prince Rupert | *News* | (e) | 892 | 531 | 1.423 | 109 | 1.532 | ... |
| Vancouver | *Province* | (e) | 46.039 | 9.267 | 55.306 | 23.102 | 78.408 | 333 |
| | Sunday edition** | (S) | 51.588 | 9.980 | 61.568 | 26.695 | 88.263 | 508 |
| | | | **Statement for April 1 to June 4, 1933. | | | | | |
| | *Sun* | (e) | 39.488 | 7.843 | 47.331 | 18.715 | 66.046 | 197 |
| Victoria | Colonist | (m) | 6.357 | 2.556 | 8.913 | 1.280 | 10.193 | 20 |
| | Sunday edition | (S) | 9.467 | 2.630 | 12.097 | 1.358 | 13.455 | 16 |
| | *Times* | (e) | 7.573 | 1.743 | 9.316 | 448 | 9.764 | 16 |

### MANITOBA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Winnipeg | Free Press | (m) | 6.534 | 227 | 6.761 | 13.349 | 20.110 | 79 |
| | *Free Press Bulletin* | (e) | 29.427 | 2.192 | 31.619 | 8.324 | 39.943 | 162 |
| | Total Daily | (me) | 35 961 | 2.419 | 38.380 | 21.673 | 60.053 | 241 |
| | *Tribune* | (e) | 22.426 | 1.449 | 23.875 | 9.733 | 33.608 | 162 |

### NEW BRUNSWICK

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Saint John | Telegraph-Journal | (m) | 3.081 | ... | 3.081 | 13.046 | 16.127 | ... |
| | *Times-Globe* | (e) | 13.008 | ... | 13.008 | 1.310 | 14.318 | 4 |
| | Total Daily | (me) | 16.089 | ... | 16.089 | 14.356 | 30.445 | 4 |

### NOVA SCOTIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Halifax | Chronicle | (m) | 2.495 | ... | 2.495 | 9.262 | 11.757 | 59 |
| | *Star* | (e) | 9.211 | ... | 9.211 | 5.731 | 14.942 | 48 |
| | Total Daily | (me) | 11.706 | ... | 11.706 | 14.993 | 26.699 | 107 |
| | Herald | (m) | 3.022 | ... | 3.022 | 23.522 | 26.544 | 809 |
| | *Mail* | (e) | 12.952 | ... | 12.952 | 9.530 | 22.482 | 6 |
| | Total Daily | (me) | 15.974 | ... | 15.974 | 33.052 | 49.026 | 815 |
| New Glasgow | *News* | (e) | 1.703 | .555 | 2.258 | 42 | 2.300 | ... |
| Sydney | *Post-Record* | (e) | 2.587 | 3.201 | 5.788 | 739 | 6.527 | ... |

### ONTARIO

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Brantford | *Expositor* | (e) | 6.884 | 4.346 | 11.230 | 439 | 11.669 | 2 |
| Brockville | *Recorder-Times* | (e) | 2.306 | 1.947 | 4.253 | 369 | 4.622 | 1 |
| Chatham | *News* | (e) | 3.032 | 3.121 | 6.153 | 196 | 6.348 | ... |
| Fort William | *Times-Journal* | (e) | 4.846 | 806 | 5.652 | 322 | 5.974 | 1 |
| Galt | *Reporter* | (e) | 3.965 | 1.069 | 5.034 | 120 | 5.154 | 26 |
| Guelph | *Mercury* | (e) | 4.265 | 1.857 | 6.122 | 281 | 6.403 | ... |
| Hamilton | *Herald* | (e) | 6.427 | 2.653 | 9.080 | 642 | 9 722 | ... |
| | *Spectator* | (e) | 31.709 | 6.105 | 37.814 | 1.865 | 39.679 | 10 |
| Kingston | *Whig-Standard* | (e) | 5.413 | 4.781 | 10.194 | 513 | 10.707 | ... |
| Kitchener | *Record* | (e) | 7.633 | 2.306 | 9.039 | 269 | 10.308 | 2 |
| Lindsay | *Post* | (e) | 1.096 | 869 | 1.965 | 232 | 2.197 | ... |
| | Weekly edition | (t) | ... | 511 | 511 | 196 | 707 | ... |
| London | Advertiser | (m) | 923 | 9.004 | 9.927 | 2.378 | 12.305 | 3 |
| | *Advertiser* | (e) | 2.166 | 520 | 2.686 | 39 | 2.725 | 5 |
| | Total Daily | (me) | 3.089 | 9.524 | 12.613 | 2.417 | 15.030 | 8 |
| | Free Press | (m) | 2.331 | 12.614 | 14.945 | 4.855 | 19.800 | 23 |
| | *Free Press* | (e) | 14.473 | 716 | 15.189 | 151 | 15.340 | 6 |
| | Total Daily | (me) | 16.804 | 13.330 | 30.134 | 5.006 | 35.140 | 29 |
| Niagara Falls | *Review* | (e) | 4.467 | 835 | 5.302 | 695 | 5.997 | ... |
| Oshawa | *Times* | (e. | Statement not Received. | | | | | |

(*Continued on page* 142)


# The TRUTH *about . .*

# "One Paper" Coverage *in Milwaukee*

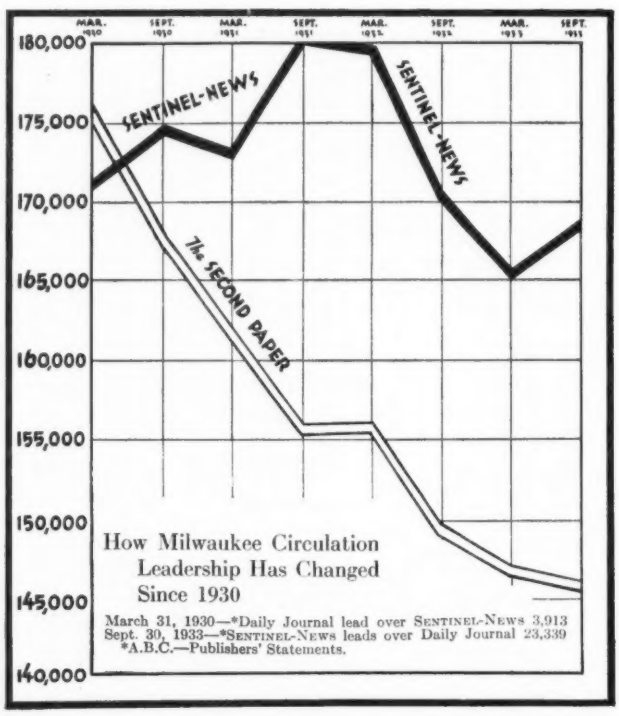
THERE are 177,273 families in Greater Milwaukee!

The Sentinel-News reaches 59.2% . . .

The other paper reaches 55.2% . . . .

Duplication is at a minimum. Each paper has its own market. The Sentinel-News market is the larger of the two, and can be covered at a lower advertising cost.

The Sentinel-News total circulation lead of 22,339, disqualifies any "one paper" theory about Milwaukee. The Sentinel-News is positively essential for a satisfactory selling job in the Milwaukee-Wisconsin market.




*Milwaukee's* LARGEST DAILY

*Newspaper Circulation*

*Six months ending September 30, 1933 168,376 net paid*
*Month of December 178,513*

# MILWAUKEE SENTINEL-NEWS

PAUL BLOCK *and* ASSOCIATES
*National Advertising Representatives*

CHICAGO BOSTON DETROIT NEW YORK
LOS ANGELES SAN FRANCISCO PHILADELPHIA

1884 1934

# *Fifty Years of Service*

*Yet these fifty years of service in invention and leadership in the mechanics of newspaper printing would not have been without the complement which we are happy to publicly appreciate, the coincident*

## *Fifty Years of Confidence*

*consistently shown to us by our thousands of Duplex users and friends.*

*Our customers (more than half of the daily newspapers of the nation) may take a real pride with us in the fact that with their support during this half-century, every standard type of modern newspaper press is of DUPLEX invention and leadership in basic design development and patents.*

*Duplex first introduced FLATBED WEB PRESSES, FLATBED TWIN PRESSES (in the World's Fair year of 1893) and early in its angle-bar presses developed COLOR PRINTING thereon.*

*The invention of the "TUBULAR" later in DUPLEX history is another milestone in press development.*

*UNIT-TYPE rotaries were a further Duplex development (original patent #814510 and many following) the end-to-end design followed by the present arrangement (pat. #1,054,493).*

*Wider use of color was early foreseen by DUPLEX and since 1920 all DUPLEX ROTARIES, Tubular or Unit-type have been designed having in mind ready addition at any time of color mechanism.*

*As our second half century begins we have in preparation, ready for the market when it opens, further developments, new designs with greater advantages and added net efficiency in production. Our customers may look forward confidently to a continuation of the successful leadership in advancement of newspaper printing.*

## *THE DUPLEX PRINTING PRESS CO.*

*BATTLE CREEK, MICH.*

*NEW YORK* *CHICAGO* *SAN FRANCISCO*

## CITY, SUBURBAN, ALL OTHER, BULK, AND TOTAL CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 140*)

### ONTARIO—Continued

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Ottawa | *Citizen* | (e) | 22.676 | 3.386 | 26.064 | 658 | 26.722 | 28 |
| | Citizen | (m) | 4.212 | 2.460 | 6.672 | 377 | 7.049 | 46 |
| | Total Daily | (me) | 26.890 | 5.846 | 32.736 | 1.035 | 33.771 | 74 |
| | *Journal* | (m) | 2.113 | 3.035 | 5.148 | 3.577 | 8.725 | 54 |
| | *Journal* | (e) | 16.899 | 8.093 | 24.992 | 1.062 | 26.054 | 52 |
| | Total Daily | (me) | 19.012 | 11.128 | 30.140 | 4.639 | 34.779 | 106 |
| | *Le Droit* | (e) | 7.490 | 3.580 | 11.070 | 3.317 | 14.387 | ... |
| | Wednesday edition | (m) | 7.460 | 4.836 | 11.846 | 4.787 | 16.633 | ... |
| Owen Sound | *Sun-Times* | (e) | Statement in Correspondence | | | | | |
| Peterborough | *Examiner* | (e) | 5.046 | 1.607 | 6.653 | 591 | 7.244 | ... |
| Port Arthur | *News-Chronicle* | (e) | 3.508 | 526 | 4.034 | 153 | 4.187 | 3 |
| Sarnia | *Canadian Observer** | (e) | 3.983 | 1.784 | 5.767 | 104 | 5.871 | 9 |
| Saulte Ste. Marie | *Star* | (e) | 3.550 | 1.398 | 4.948 | 408 | 5.356 | 4 |
| Stratford | *Beacon-Herald* | (e) | 3.775 | 4.314 | 8.089 | 848 | 8.937 | 20 |
| St. Catharines | *Standard* | (e) | 6.000 | 2.979 | 8.979 | 360 | 9.339 | 11 |
| St. Thomas | *Times-Journal* | (e) | 3.952 | 3.723 | 7.675 | 857 | 8.532 | 2 |
| Toronto | Globe | (m) | 25.502 | 11.672 | 37.264 | 46.547 | 83.811 | 99 |
| | Mail & Empire | (m) | 67.428 | 8.618 | 76.046 | 34.712 | 110.758 | 165 |
| | *Star* | (e) | 122.433 | 25.940 | 148.373 | 63.274 | 211.647 | 10 |
| | Weekly edition | (y) | 103.516 | 20.839 | 124.355 | 102.299 | 226.654 | 8 |
| | *Telegram* | (e) | 116.818 | 10.502 | 127.320 | 7.631 | 134.951 | ... |
| Windsor | *Border Cities Star* | (e) | 21.410 | 7.746 | 29.156 | 8.277 | 37.433 | ... |
| Woodstock | *Sentinel-Review* | (e) | 3.567 | 1.628 | 5.195 | 380 | 5.575 | ... |

### PRINCE EDWARD ISLAND

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Charlottetown | Guardian | (m) | 1.442 | 4.170 | 5.612 | 408 | 6.020 | ... |
| | *Patriot* | (e) | 1.978 | 1.561 | 3.539 | 166 | 3.705 | ... |

### QUEBEC

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Montreal | Gazette | (m) | 22.668 | 641 | 23.309 | 7.197 | 30.506 | 12 |
| | Herald | (x) | 24.539 | 310 | 24.849 | 1.872 | 26.721 | ... |
| | Saturday edition | (y) | 18.501 | 307 | 18.808 | 1.852 | 20.660 | ... |
| | *La Patrie* | (e) | | | | | | |
| | Canada edition | (y) | 16.679 | 2.926 | 19.605 | 7.509 | 27.114 | ... |
| | U. S. edition | (x) | ... | ... | ... | 1.279 | 1.279 | ... |
| | Total Mon. to Fri. | (x) | 16.679 | 2.926 | 19.605 | 8.788 | 28.393 | ... |
| | Canada edition | (y) | 23.881 | 3.091 | 26.972 | 14.821 | 41.793 | ... |
| | U. S. edition | (y) | ... | ... | ... | 1.247 | 1.247 | ... |
| | Total, Saturday | (y) | 23.881 | 3.091 | 26.972 | 16.068 | 43.040 | ... |
| | *La Presse* | (e) | | | | | | |
| | Canada edition | (x) | 100.000 | 11.511 | 111.511 | 24.580 | 136.091 | ... |
| | U. S. edition | (x) | ... | ... | ... | 13.670 | 13.670 | ... |
| | Total, Mon. to Fri. | (x) | 100.000 | 11.511 | 111.511 | 38.250 | 149.761 | ... |
| | Canada edition | (y) | 102.589 | 14.179 | 116.768 | 50.667 | 167.435 | ... |
| | U. S. edition | (y) | ... | ... | ... | 13.673 | 13.673 | ... |
| | Total, Saturday | (y) | 102.589 | 14.179 | 116.768 | 64.340 | 181.108 | ... |
| | Le Canada | (m) | 10.317 | 611 | 10.928 | 1.448 | 12.376 | ... |
| | *Le Devoir* | (e) | 5.413 | 1.178 | 6.591 | 5.052 | 11.643 | 4 |
| | Le Petit Journal | (S) | 46.820 | 2.092 | 48.912 | 15.588 | 64.500 | ... |
| | Standard | (y) | 46.143 | 1.383 | 47.526 | 47.469 | 94.995 | ... |
| | *Star* | (e) | 95.987 | 1.696 | 97.683 | 20.250 | 117.933 | 98 |
| Quebec | *Chronicle-Telegraph* | (e) | 3.548 | 106 | 3.654 | 774 | 4.428 | ... |
| | *L'Action Catholique* | (e) | 6.272 | 2.120 | 8.392 | 12.147 | 20.539 | 7 |
| | *Le Soleil* | (e) | 21.611 | 2.901 | 24.512 | 22.495 | 47.007 | ... |
| | L'Evenement | (m) | 12.327 | 1.041 | 13.368 | 8.688 | 22.056 | ... |
| Sherbrooke | *La Tribune* | (e) | Statement in Correspondence. | | | | | |
| | *Record* | (e) | 1.876 | 3.333 | 5.209 | 2.731 | 7.941 | 1 |
| Three Rivers | *Le Nouvelliste* | (e) | 5.074 | 5.254 | 10.328 | 1.295 | 11.623 | ... |

### SASKATCHEWAN

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Prince Albert | *Herald* | (e) | 1.895 | 1.089 | 2.984 | 77 | 3.061 | ... |
| Moose Jaw | Herald | (m) | 20 | 1.155 | 1.175 | 143 | 1.318 | ... |
| | *Times* | (e) | 3.490 | 112 | 3.602 | 157 | 3.759 | 2 |
| | Total Daily | (me) | 3.510 | 1.267 | 4.777 | 300 | 5.077 | 2 |
| Regina | Leader | (m) | 1.405 | 3.340 | 4.745 | 7.702 | 12.447 | 16 |
| | *Post* | (e) | 8.194 | 3.114 | 11.308 | 1.722 | 13.060 | 2 |
| | Total Daily | (me) | 9.599 | 6.454 | 16.053 | 9.454 | 25.507 | 18 |
| | *Star* | (e) | 5.125 | 2.377 | 7.502 | 4.044 | 11.546 | 85 |
| Saskatoon | Phoenix | (l) | 919 | 2.268 | 3.187 | 301 | 3.488 | 108 |
| | *Star* | (x) | 7.388 | 8.145 | 15.533 | 905 | 16.438 | ... |
| | Total, Mon. to Fri. | (me) | 8.307 | 10.413 | 18.720 | 1.206 | 19.926 | 108 |
| | Phoenix | (k) | 933 | 2.471 | 3.404 | 313 | 3.717 | ... |
| | *Star* | (y) | 8.351 | 11.443 | 19.794 | 1.298 | 21.092 | ... |
| | Total, Saturday | (ky) | 9.284 | 13.914 | 23.198 | 1.611 | 24.809 | ... |

## FOREIGN LANGUAGE NEWSPAPERS

### ILLINOIS

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Chicago | *Abendpost* | (e) | 25.019 | 2.851 | 27.870 | 5.209 | 33.079 | ... |
| | Sunday edition | (S) | 20.555 | 3.088 | 23.643 | 4.618 | 28.261 | ... |
| | *Polish Zgoda* | (e) | 19.947 | 2.321 | 22.268 | 2.853 | 25.121 | ... |
| | Jewish Forward | (m) | 15.488 | 298 | 15.786 | 14.422 | 30.208 | ... |
| | Sunday edition | (S) | 14.871 | 357 | 15.228 | 16.218 | 31.446 | ... |

### MICHIGAN

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Detroit | *Polish News* | (e) | 12.956 | 662 | 13.618 | 261 | 13.879 | ... |

### NEW HAMPSHIRE

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Manchester | *L'Avenir National* | (e) | 2.038 | 187 | 2.225 | 184 | 2.409 | 1 |

### NEW YORK

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Brooklyn | *Nordisk Tidende* | (j) | 5.090 | 271 | 5.361 | 3.511 | 8.872 | ... |
| New York | *Atlantis* | (e) | 3.910 | 407 | 4.317 | 6.994 | 11.311 | ... |
| | Sunday edition | (S) | 4.729 | 463 | 5.192 | 8.532 | 13.724 | ... |
| | Corriere d'America | (m) | 20.652 | 3.019 | 23.671 | 4.740 | 28.411 | ... |
| | Sunday edition | (S) | 17.638 | 3.104 | 20.742 | 6.113 | 26.855 | ... |
| | *Jewish Day* | (x) | 48.780 | 4.006 | 52.786 | 21.392 | 74.178 | ... |
| | Saturday edition | (k) | 60.825 | 4.135 | 64.960 | 22.083 | 87.043 | ... |
| | Sunday edition | (S) | 55.696 | 4.099 | 59.795 | 22.023 | 81.818 | ... |
| | *Il Progresso Italo-Americano* | (w) | 40.622 | 10.077 | 50.699 | 18.605 | 69.304 | ... |
| | Sunday edition | (S) | 33.833 | 10.553 | 44.386 | 21.972 | 66.358 | ... |
| | Jewish Forward | (x) | 73.199 | 8.539 | 81.738 | 36.220 | 117.958 | ... |
| | Saturday edition | (k) | 89.314 | 8.022 | 97.336 | 37.104 | 134.440 | ... |
| | Sunday edition | (S) | 76.429 | 8.010 | 84.439 | 44.265 | 128.704 | ... |
| | La Prensa | (m) | 6.658 | 678 | 7.336 | 1.638 | 8.974 | ... |
| | Nowy Swiat | (m) | 8.367 | 3.812 | 12.179 | 3.482 | 15.661 | ... |
| | Sunday edition | (S) | 5.022 | 2.705 | 7.727 | 1.034 | 8.761 | ... |
| | Staats-Zeitung | (m) | 27.736 | 9.212 | 36.948 | 3.582 | 40.530 | ... |
| | *Herold* | (e) | 23.090 | 6.263 | 29.353 | 545 | 29.898 | ... |
| | Sunday edition | (S) | 53.339 | 19.351 | 72.690 | 13.447 | 86.137 | ... |

## WEEKLY NEWSPAPERS

### CALIFORNIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Los Angeles | Broadcaster | (..) | Statement not Received. | | | | | |

### CONNECTICUT

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Greenwich | *Press* | (j) | 2.258 | ... | 2.258 | 239 | 2.497 | 6 |

### MISSOURI

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Kansas City | Call | (?) | 11.025 | 963 | 11.988 | 4.456 | 16.444 | 8 |
| St. Louis | Sporting News | (w) | National Distribution | | | | 56.407 | 105 |

### NEW JERSEY

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Wildwood | Leader | (j) | 1.891 | 675 | 2.566 | 943 | 3.509 | 9 |

### NEW YORK

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| New York | Amsterdam News | (w) | 27.391 | 2.293 | 29.684 | 668 | 30.352 | 5 |
| | The Chief | (w) | 26.192 | 946 | 27.138 | 738 | 27.876 | 151 |

### VIRGINIA

| City | Newspaper | Published | City Zone | Retail Trading Zone | City and Retail Zone | All Other | Total Net Paid | Bulk Sale |
|---|---|---|---|---|---|---|---|---|
| Norfolk | Journal & Guide | (y) | 4.981 | 2.886 | 7.867 | 12.108 | 19.885 | 15 |

THE LITTLE ITEM

*That Means*

SO MUCH

IF DRY MATS WERE CHARGED FOR on the basis of results, we hate to think what you would pay for a truly satisfactory mat—a mat that would mold easily, scorch quickly and produce plates with the inviting reading quality, the clarity of detail in the halftones that spells profitable publishing.

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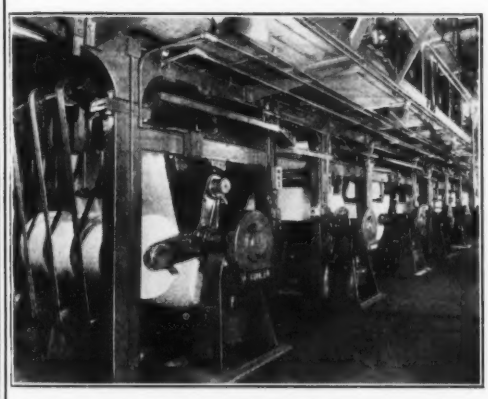
# *Facts*—First Full Installation—

# Kohler Reels, Tensions and Pasters

## LOS ANGELES DOWN TOWN SHOPPING NEWS, LOS ANGELES, CAL.

Plant of Los Angeles Down Town Shopping News.



View Showing Reels, Tensions and Pasters.

End view of reel showing fresh roll in pasting contact with web from expiring roll. Note simplicity and compactness.

LOS ANGELES DOWN TOWN SHOPPING NEWS CORPORATION
3440 SOUTH HOPE STREET
LOS ANGELES

December 13, 1933

Kohler Brothers,
Wrigley Bldg. - North,
Chicago, Ill.

Attention: Mr. F. W. Kohler

Dear Mr. Kohler:

Now that our installation of six Kohler Reels with the new High Speed Flying Pasters has been completed, and is in use on all regular editions, we can get down to work and really see what they can do for us. Of course, it is impossible at this time, to get any comparable figures, inasmuch as we have not been running them a sufficient length of time, but we have certainly seen the possibilities and feel quite confident now that the investment will be more than justified.

Our observations, as each new reel has been put into use, have been along the following lines:

Web tension has been entirely forgotten, the running belts giving the proper tension at all times and under all conditions. Web breaks have been notably reduced. In fact, from one paster to the next our floormen hardly notice the reels. The new margin control is smoother than any we have seen before, and is working beautifully on all reels.

As for the high speed flying pasters, the design and operation is quite simple. They are operating at a high degree of efficiency, and we have consistently put them through at 30,000 copies per hour and at times 36,000. We know that our success with pasters will increase along with the experience of the operators. Core waste will be reduced, due to the fact that the operator is able to make his paster at exactly the proper time, leaving only a few wraps waste.

From recent figures, we have raised the average net output on our 400,000 16-pp run from 21,000 to approximately 25,000 copies per hour at 30,000 per hour press speed, including up to sixteen incidental stops for plate changes, etc. This enables us to run the edition in from five to six hours on three folders, where previously seven to eight hours were required.

All in all, we feel that we are going to be quite satisfied with both reels and pasters and when we have had time to gather more accurate figures over a considerable period of time, we will check with you again to see how they stack up.

Yours very truly,

LOS ANGELES DOWN TOWN
SHOPPING NEWS CORPORATION
W. B. Clum

WBC:EJ W. B. CLUM, Production Manager

**KOHLER BROTHERS**

*Engineers and Manufacturers*

CHICAGO NEW YORK SAN FRANCISCO

MEECH ELECTRIC DRIVES LTD., *Distributors for* GREAT BRITAIN

**"FOR GREATER PRODUCTION"**

# ADVERTISING AGENCIES AND THEIR SPACE BUYERS

## United States, Hawaii, Porto Rico and Cuba

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### A

| | Address | | Space Buyers |
|---|---|---|---|
| AARONS, INC., HAROLD, *d-f* | 415 Brainard St. | Detroit, Mich. | Harold Aarons |
| ACEL, INC., ERVIN S. | 25 Beaver St. | New York City | Ervin S. Acel |
| ACME ADVERTISING AGENCY, *b-d-e* | 125 Luckie St., N. W. | Atlanta, Ga. | |
| ACORN AGENCY, INC., *a-e* | 1270 Sixth Ave. | New York City | William J. Gander<br>Sidney M. Weiss<br>Sarah B. Mandell |
| AD. AIDS CORPORATION | 2407 Times Bldg. | New York City | R. M. Eisenberg |
| ADAMS ADVERTISING AGENCY | 57 Micheal St. | Mobile, Ala. | Geo. W. Adams |
| ADCO, INCORPORATED, THE, *d* | 22 East 40th St. | New York City | |
| AD-CRAFTSMEN, THE | 256 McIntyre Bldg. | Salt Lake City, Utah | Louis W. Larsen |
| AD SALES | 18 East 48th St. | New York City | |
| A. D. V. COMPANY, INC., *d* | 175 Varick St. | New York City | |
| ADVANCE ADV. AGENCY, *d* | Interburban Station | Rolling Prairie, Ind. | Geo. Drew |
| ADVERTISERS' SERVICE, INC., *d-e* | 229 E. Wisconsin Ave. | Milwaukee, Wis. | V. A. Fleischmann |
| ADVERTISING AGENCIES FOREIGN LANGUAGE SERVICE, INC. | 545 Fifth Ave. | New York, N. Y. | L. Kiesler |
| ADV. AGENCY, LTD., AD STAFF | 1031 So. Broadway | Los Angeles, Calif. | R. C. Walter<br>King H. Grayson |
| ADVERTISING AGENCY SERVICE, *d* | 45 Academy St. | Newark, N. J. | A. Cybulski |
| ADVERTISING ASSOCIATES, *d* | 850 Broad St. | Newark, N. J. | Joseph M. Kesslinger |
| ADVERTISING ASSOCIATES, INC. | 304 Dime Bank Bldg. | Detroit, Mich. | H. Clyde Varney<br>Walter H. Morin<br>Ben. Belsky |
| ADV. BUREAU OF CALIFORNIA, *d* | 913 Benton St. | Santa Rosa, Calif. | George R. Desch |
| ADVERTISING GUILD, INC. | 258 Fifth Ave. | New York City | Hans Kaufman |
| ADVERTISING, INCORPORATED, *b* | Central Nat'l Bank Bldg. | Richmond, Va. | Lynn Miller<br>Mrs. C. O. Davis, Jr. |
| ADVERTISING PRODUCTION, INC. | 1540 East 21st St. | Cleveland, Ohio | James L. Hubbell<br>Ralph J. Bishop |
| ADVERTISING SERVICE AGENCY, *d* | 21 Exchange Bank Bldg. | Charleston, S. C. | M. Bishop Alexander<br>B. K. Couper |
| ADVERTISING TRADE SERVICE, INC. | 315 Fifth Ave. | New York City | Ralph B. Halley |
| AGRICULTURAL ADVERTISING & RESEARCH SERVICE, INC., *e* | Trust Company Bldg. | Ithaca, N. Y. | M. Malone |
| AITKIN-KYNETT CO., THE, *a-e-f-h* | 1400 South Penn Square | Philadelphia, Pa. | A. King Aitkin<br>H. H. Kynett |
| AKIN, WM. B., *d* | Gulf Bldg. | Pittsburgh, Pa. | |
| ALDEN & ASSOCIATES, ROY, *d-e* | 1031 S. Broadway | Los Angeles, Calif. | J. B. Young |
| ALERT ADVERTISING AGENCY | 677 Fifth Ave. | New York City | |
| ALEXANDER ADVERTISING AGENCY, *a* | 1482 Broadway | New York City | Ernest W. Alexander |
| ALEXANDER ADVERTISING AGENCY | 3200 N. Nevada St. | Colorado Springs, Colo. | |
| ALEXANDER CO., MILTON, *a* | 343 John R. St. | Detroit, Mich. | Lionel Fink<br>Milton M. Alexander |
| ALLEN CO., EARL, *e* | World-Herald Bldg. | Omaha, Neb. | Earl H. Allen<br>Milton H. Reynolds<br>D. M. Bristow |
| ALLEN, ELMER L., *e* | 23-25 East 26th St. | New York City | |
| ALLEN ADV. AGENCY, P. M., *d* | Barker Bldg. | Philadelphia, Pa. | Malcolm C. Hertz<br>P. M. Allen |
| ALLEN & COMPANY, T. C., *d* | 519 South Main St. | Tulsa, Okla.* | M. E. Elmore |
| ALVIN ADVERTISING AGENCY | 145 West 45th St.<br>906 Clark Bldg. | New York, N. Y.*<br>Pittsburgh, Pa. | A. I. Gardner |
| AMBRO ADVERTISING AGENCY, INC., *e-f* | 1226 Merchants Natl. Bank Bldg. | Cedar Rapids, Iowa | |
| AMERICAN ADVERTISING AGENCY, THE | 26 Brattle St. | Boston, Mass. | B'Sinnett Glynr |
| AMERICAN SPORTS PUBLISHING CO. | 105 Nassau St. | New York City | H. G. Bruster |
| AMSTERDAM AGENCY, INC., *a-e-h* | 680 Fifth Ave. | New York City | Frank B. Ziehl<br>William M. Tyack |
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| ANDERSON ADVERTISING COMPANY, LEE, *a-e-f* | 425 Dubois St. | Detroit Mich. | P. C Beatty |
| ANFENGER ADVERTISING AGENCY, INC., *a-e-f* | 1706 Olive St. | St. Louis, Mo. | M. O. Launch<br>R. A. Wise |
| ANKRUM ADV. AGENCY, *e* | 208 W. Washington St. | Chicago, Ill | F. Guzik |
| APPLEGATE ADV. AGENCY, *e* | 212 Rose Court | Muncie, Ind. | |
| ARCHER ADVERTISING CO., INC., *d-e-f* | 1301 Enquirer Bldg.<br>360 No. Michigan Ave. | Cincinnati, Ohio*<br>Chicago, Ill. | R. R. Krebs<br>C. N. Ascheim<br>J. L. Clough<br>Harry Schneiderman<br>Edw. Wertheimer, Jr.<br>V. Phillips |
| ARKENBERG SPECIAL AGENCY | 140 Nassau St.<br>43 East Ohio St. | New York, N. Y.<br>Chicago, Ill. | |
| ARMSTRONG CO., INC., F. WALLIS, *a-e* | 16th & Locust Sts. | Philadelphia, Pa. | |
| ARNDT & COMPANY, INC., JOHN FALKNER, *a-e-f* | 1411 Lewis Tower | Philadelphia, Pa. | John F. Arndt<br>Robert N. D. Arndt |
| ARNOLD CO., INC., J. L., *f* | 275 Seventh Ave. | New York City | |
| ART ADVERTISING AGENCY, CARL W. | 915 Loyd Bldg. | Seattle, Wash. | Carl W. Art<br>Elliott V. Bogert |
| ARTHUR ADVERTISING AGENCY, INC. | 1819 Broadway | New York City | |
| ARTWIL COMPANY, *d-e* | 15 W. 44th St. | New York City | Arthur Bandman |
| ASH ADVERTISING AGENCY, THEODORE E., *a* | Commercial Trust Bldg. | Philadelphia, Pa. | Julia Morris |
| ASSOCIATED ADVERTISING AGENCY, INC., *b-e* | Florida Nat. Bank Bldg. | Jacksonville, Fla. | M. Thayer Newman |
| ASSOCIATED ADV. CO. | 215 Ellis Bldg. | Phoenix, Ariz. | Glen Housman |
| ATHERTON & CURRIER, INC., *a-e* | 420 Lexington Ave. | New York City | Wm. T. Tieman |
| ATKINSON INC., HARRY, *a-e* | 520 N. Michigan Ave. | Chicago, Ill. | John T. Fortman |
| AUBREY, MOORE & WALLACE, INC., *a-e-f* | 410 N. Michigan Ave. | Chicago, Ill. | J. H. North |
| A. W. ADVERTISING, INC., *a-e* | 420 Lexington Ave. | New York City | Arthur Woodward<br>Bliss Woodward |
| AYER & SON, INCORPORATED, *a-e-f* | Ayer Bldg.<br>500 Fifth Ave.<br>104 West Jackson Blvd.<br>235 Montgomery St.<br>Penobscot Bldg.<br>Statler Office Bldg.<br>Trafalgar Square | Philadelphia, Pa.*<br>New York City<br>Chicago, Ill.<br>San Francisco, Calif.<br>Detroit, Mich.<br>Boston, Mass.<br>London, England | Eugene Greiner<br>Frank L. Bigert |

### B

| | Address | | Space Buyers |
|---|---|---|---|
| BACK ADV. AGENCY, J., *b* | 150 4th Ave., N. | Nashville, Tenn. | Jacques Back |
| BADGER & BROWNING, INC., *a-e-f* | 75 Federal St. | Boston, Mass. | C. P. Parcher |
| BADGER & BROWNING & HERSEY, INC., *d* | 75 Federal St.<br>220 East 42nd St. | Boston, Mass.*<br>New York City | C. P. Parcher |
| BAER & BIGLER COMPANY, *a-e-f* | Times-Star Tower | Cincinnati, Ohio | |
| BAER, INC., JOSEPH E., *a-e* | 171 Madison Ave.<br>John C. Moses | New York City<br>Handsboro, Miss. | Joseph E. Baer<br>B. L. Baer |
| BAILEY-LARSON CO. | Tremont Bldg. | Marshalltown, Iowa | Louis N. Bailey |
| BAKER ADV. AGENCY, A. N., *e* | 189 W. Madison St. | Chicago, Ill. | A. N. Baker<br>Miss Mildred Miller |
| BALDWIN ADVERTISING AGENCY, C. W., *d* | Security Mutual Life Ins. Bldg. | Binghamton, N. Y. | |
| BALL & DAVIDSON, INC., *a-e* | 221 Colorado Nat. Bank Bldg. | Denver, Colo. | C. A. Salstrand |
| BANKER & CO., R. C. | 1911 First St. | Detroit, Mich. | |
| BANTA-FRENCH COMPANY, *e* | Commerce Bldg. | Crawfordsville, Ind. | R. E. Banta |
| BARKER, ROBERT M. (ADVERTISING COUNSEL) | 604 Syracuse Savings Bank Bldg. | Syracuse, N. Y. | |
| BARNES CAMPBELL CO., *d* | 1450 S. D. Trust & Sav. Bk.<br>1121 So. Hill St.<br>6629 White Henry Stuart Bldg. | San Diego, Cal.<br>Los Angeles, Cal.<br>Seattle, Wash. | Norman R. Barnes<br>H. H. Chase<br>Roy Campbell, Jr. |
| BARNES COMPANY, WARREN S., *e* | 1616 Walnut St. | Philadelphia Pa. | |
| BARRONS ADVERTISING COMPANY, INC., *a-e* | Kirkwood Bldg. | Kansas City, Mo. | Otto Grasse<br>C. D. Wing |
| BARRY & ASSOCIATES, INC., JOHN B., *d* | 1540 East 21st St. | Cleveland, Ohio | |
| BASFORD CO., G. M., *d-f-h* | 60 E. 42nd St.<br>Koppers Bldg* | New York City*<br>Pittsburgh, Pa. | Robert S. Brown |
| BASS ADVERTISING AGENCY, HENRY | 1261 Broadway | New York City | |
| BATES, INC., CHARLES AUSTIN, *d-e-f* | 18 E. 48th St. | New York City | John J. Schwed |
| BATES ADVERTISING AGENCY, J. D., *a-e* | 1653 Main St. | Springfield, Mass. | J. D. Bates<br>J. D. Bates, Jr |
| BATTENFIELD & BALL ADVERTISING AGENCY, *a-e-f* | 708 Register & Tribune Bldg. | Des Moines, Iowa | W. B. Hill<br>H. B. Brown |
| BATTEN, BARTON, DURSTINE & OSBORN, INC., *a-e-f-h* | 383 Madison Ave.<br>LaSalle-Wacker Bldg.<br>178 Tremont St.<br>Rand Bldg.<br>Grant Bldg.<br>1421 Northwestern Bank Bldg.<br>Bryant Bldg.<br>11th Floor, General Motors Bldg. | New York City*<br>Chicago, Ill.<br>Boston, Mass.<br>Buffalo, N. Y.<br>Pittsburgh, Pa.<br>Minneapolis, Minn.<br>Kansas City, Mo.<br>Detroit, Mich. | Frank M. Lawrence<br>B. C. Duffy<br>H. C. Brandau<br>W. J. O'Donnell<br>L. E. Millot |
| BAUER ADVERTISING AGENCY, INC., ADRIAN, *a* | 1518 Walnut St. | Philadelphia, Pa. | Phillip Klein |
| BAUERLEIN, INC., *a-b* | 1028 Hibernia Bank Bldg. | New Orleans, La. | Miss Sara Pane |
| BAXTER ADV. CO., *a-e-h* | 1004 Baltimore Ave. | Kansas City, Mo. | Junius F. Baxter<br>Ella K. Riffle |
| BAYLESS-KERR COMPANY, *a-e-f* | 1164 Hanna Bldg. | Cleveland, Ohio | Walter Butcher |
| BEAUMONT & HOHMAN, *a* | 1422 Tower Bldg.<br>613 Empire Bldg.<br>745 New Call Bldg.<br>555 South Flower St.<br>1501 William Oliver Bldg.<br>714-15 World Herald Bldg.<br>913 Tower Petroleum Bldg.<br>Exchange Bldg. | Chicago, Ill.<br>Cleveland, Ohio<br>San Francisco, Cal.<br>Los Angeles, Cal.<br>Atlanta, Ga.<br>Omaha, Nebr.<br>Dallas, Tex.<br>Seattle, Wash. | O. K. Fagan<br>T. R. McCabe<br>H. D. Cayford<br>J. C. Arnold<br>J. L. Laube<br>Paul Markman<br>Paul Leech<br>Stanley Schlenther |
| BEDFORD ADVERTISING AGENCY, INC., *a-d* | 105 Court St.<br>71 West 35th St. | Brooklyn, N. Y.<br>New York City | Charles W Kass<br>Louis J. Meyerson<br>Hyman Sloane<br>Mitchel A. Abel<br>Joseph N. Cirone<br>Francis X. Manning<br>Peter J. McKenna |
| BEECHER ADV. CO., *f* | 1706 Olive St. | St. Louis, Mo. | |
| BEERS ADVERTISING AGENCY, *d* | 9½ O'Reilly St. | Havana, Cuba | |
| BEESON, INC., STERLING, *a-e-f* | 308 Second Nat'l Bank Bldg. | Toledo, Ohio | |
| BEHEL & WALDIE, *e* | 400 W. Madison St. | Chicago, Ill. | V. W. Behel, Jr.<br>B. D. Waldie<br>S. E. Peterson |
| BEHR CO., INC., JULIAN J., *a-e-f* | 500A Dixie Terminal Bldg. | Cincinnati, Ohio | Julian J. Behr<br>Isidor Schifrin |
| BEMENT, INCORPORATED, AUSTIN F., *a-e-f* | General Motors Bldg. | Detroit, Mich. | |
| BENDER-SHAW ADVERTISING, *d* | 31 East 27th St. | New York City | Monroe Shaw |
| BENTON & BOWLES, INC., *d-e-f* | 444 Madison Ave. | New York City | Lucian L. King<br>Earle E. Jedele |
| BERG ADVERTISING AGENCY, *d* | Brix Bldg. | Fresno, Cal. | E. A. Berg |
| BERLINER, LAWRENCE T., *d* | 154 Nassau St. | New York City | L. T. Berliner |
| BERMINGHAM, CASTLEMAN & PIERCE, INC., *e* | 136 E. 38th St. | New York City | H. T. Howland |
| BERNSTEIN, TEL MEL | 31 East 17th St. | New York City | Tel Mel Bernstein |
| BERNSTEN, H. C., *a* | 5th and Grand Aves. | Los Angeles, Cal. | Dorothy Strebe<br>W. L. Grant<br>Clark Brown |
| BEVIS, INC., GRAYDON E., *b* | Ingraham Bldg. | Miami, Fla. | Graydon E. Bevis<br>Bernal E. Clark |
| BIESPIEL ADVERTISING AGENCY, LEE S., *d* | 664 North Michigan Ave. | Chicago, Ill. | Lee S. Biespiel<br>Henry Rosenstein |
| BILLINGS ADVERTISING CO., *d* | 436 Stapleton Bldg. | Billings, Mont. | W. W. Gail |
| BINKLEY ADVERTISING AGENCY, *d-e-i* | 804 Niel P. Anderson Bldg<br>Valadie Bldg. | Ft. Worth, Texas<br>Sherman, Texas | James M. Binkley |
| BIOW COMPANY, INC., *a-e* | 521 Fifth Ave. | New York City | |
| BIRCH-FIELD & CO., INC., *a-e* | 110 W. 40th St. | New York City | Joseph S. Norton |
| BIRCHARD CO., *e* | Taft Bldg. | Seattle, Wash. | |
| BISBERNE ADVERTISING COMPANY, *a-e* | 58 E. Washington St. | Chicago, Ill. | R. Bernstein |
| BISON ADV. AGENCY | 656 Washington St. | Buffalo, N. Y. | W. H. Stewart<br>J. K. Rollinson |
| BLACKETT-SAMPLE-HUMMERT, INC., *a-e* | 221 North La Salle St.<br>230 Park Ave. | Chicago, Ill.<br>New York City | George R. McGivern |
| BLACKMAN COMPANY, *a-e-f-h* | 122 East 42nd St.<br>Gwynne Bldg.<br>1959 E. Jefferson St. | New York City*<br>Cincinnati, Ohio<br>Detroit, Mich. | L. T. Bush<br>Max Hacker<br>Daniel Potter<br>Roy Shults |
| BLAINE-THOMPSON COMPANY, INC., THE, *a-e* | 321 West 44th St.<br>234 West 44th St. | New York City<br>New York City | Myer Lesser<br>Bruce Gray<br>Joby Adams<br>C. H. Freudenthal<br>J. J. Carey<br>Andy Galla<br>Paul Klein |
| BLAIR COMPANY, THE, *d* | 421 Seventh Ave. | Pittsburgh, Pa. | J. Edmund Blair |
| BLAKER ADVERTISING AGENCY, INC., *e* | 120 East 41st St. | New York City | Margaret F. Matson |

(*Continued on page* 146)

### EXPLANATION OF KEY LETTERS

**A**—Recognized by American Newspaper Publishers' Association. **B**—Recognized by Southern Newspaper Publishers' Association. **C**—Recognized by Canadian Daily Newspapers' Association. **D**—Local publishers' recognition (agency's statement). **E**—Recommended for recognition by Agricultural Publishers' Association. **F**—Recognized by Associated Business Papers, Inc. **H**—Member of American Association of Advertising Agencies. **I**—Member of Southwestern Association of Advertising Agencies. *Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing.

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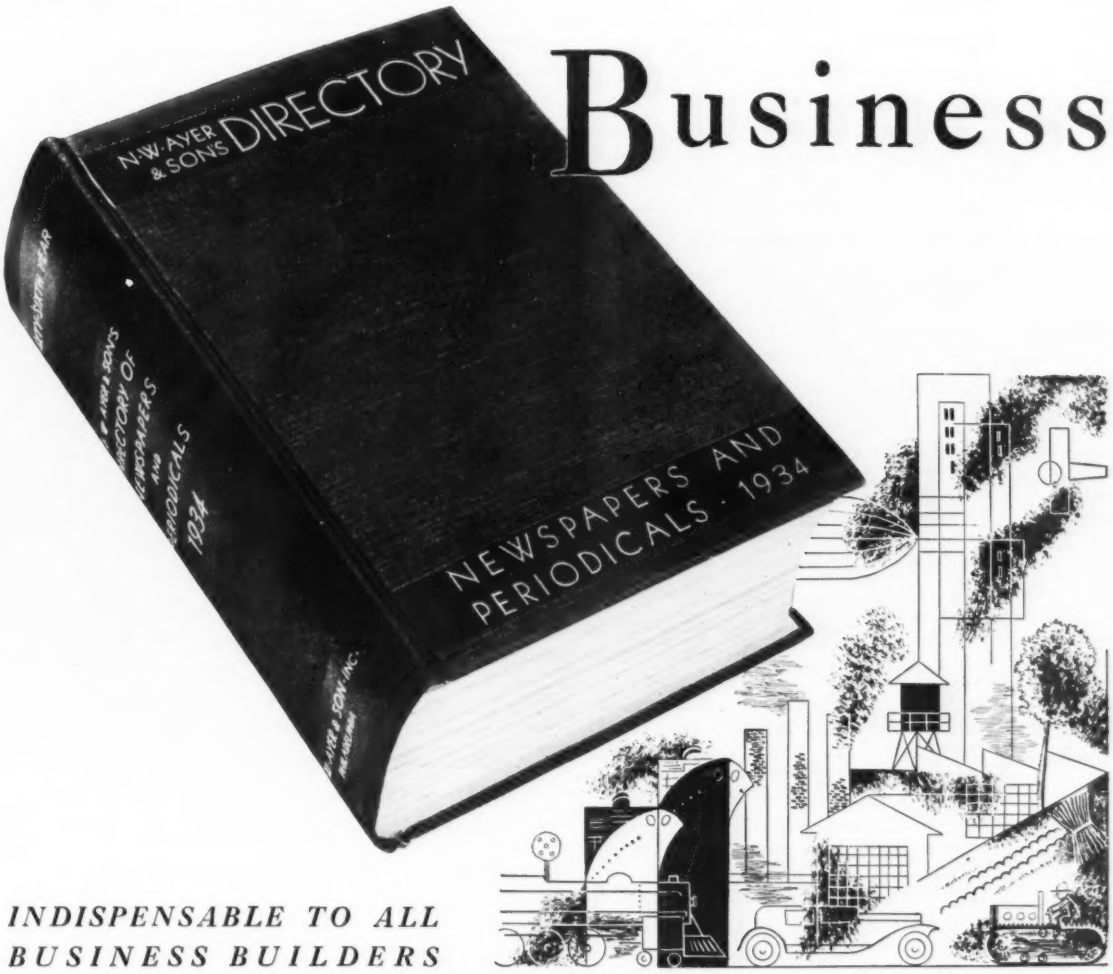


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## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 144)

| | Address | | Space Buyers |
|---|---|---|---|
| BLOCH ADVERTISING AGENCY, ADOLPH L., *a-e* | 108 N. W. 9th Ave | Portland, Ore | Adolph L. Bloch |
| BLODGETT COMPANY, HARVEY, *d* | 551 Fifth Ave | New York City | |
| | University & Wheeler Ave. | St. Paul, Minn | |
| BLUM ADVERTISING CORPORATION, CHARLES, *a-e-h* | 1400 S. Penn Square | Philadelphia, Pa | |
| BOERGER COMPANY, EDWARD G., *d* | Helen St | Logansport, Ind | Edward G. Boerger |
| BOLLAND-McNARY, INC. | 33 West 42nd St | New York City | J. E. Bolland |
| BOLLING, JOHN RANDOLPH | 2340 S St., N. W | Washington, D. C | |
| BOND, A. T., *d* | 113 State St | Boston, Mass | A. T. Bond |
| BONSIB, INCORPORATED, *a-e-f* | 701 Old First Nat'l Bank Bldg | Fort Wayne, Ind | Louis W. Bonsib<br>Robert F. Kelly |
| BORGATTI, INC., JOSEPH J | 140 Federal St | Boston Mass | |
| BOSTWICK, INC., C. A | 501 Commerce Bldg | Rochester, N. Y | |
| BOTSFORD ADVERTISING SERVICE, HARRY | 213 Second Nat'l Bank Bldg | Titusville, Pa | Harry Botsford |
| BOTSFORD-CONSTANTINE & GARDNER, INC., *a-e-h* | 45 Fourth St | Portland, Ore.* | F. Coykendall—Portland |
| | 814 Second Ave. Bldg | Seattle, Wash | |
| | Russ Bldg | San Francisco, Calif | |
| BOTT ADVERTISING CO., *a-b-e-f* | 408 Donaghey Bldg | Little Rock, Ark.* | W. B. Watterson—Little Rock |
| | Graybar Bldg | New York City | Edwin Phillips—New York City |
| BOWERS, INC., EVERETT L., *e* | 259 Delaware Ave | Buffalo, N. Y | |
| BOWERS ADV. AGENCY, THOMAS M., *a-e* | 25 East Jackson Blvd | Chicago, Ill | R. W. Canfield—Chicago |
| | Chrysler Bldg | New York City | L. Allen—New York |
| BOWLEY, ADVERTISING, P. D., *d* | Bromberg Bldg | Battle Creek, Mich | P. D. Bowley |
| BOWMAN, DEUTE, CUMMINGS, INC., *a-e-f-h* | 215 Market St | San Francisco, Calif.* | L. G. Moseley |
| | 714 West 10th St | Los Angeles, Calif | |
| BOYD SYSTEM | 534 Investment Bldg | Washington, D. C | James S. Boyd<br>La Four L. Raymond |
| BOYLE-ZIPPRODT CORPORATION | 60 East 42nd St | New York City | Louis F. Bortano |
| BOYNTON ADVERTISING AGENCY, INC., HENRY P., *d* | 1370 Ontario St | Cleveland, Ohio | H. P. Boynton<br>W. D. Will<br>J. L. Willett |
| BOZELL & JACOBS, INC., *a-e* | 510 Electric Bldg | Omaha, Neb.* | Nathan E. Jacobs |
| | 411 Traction Terminal Bldg | Indianapolis, Ind | R. H. Wensberg<br>E. E. Rominger<br>Ernie Lundgren—Indianapolis |
| BRACKING'S ADV. AGENCY | 28 Thoma St | Reno, Nev | T. G. Bracking |
| BRADFORD & COMPANY | 1220 Madison Ave | Toledo, Ohio | H. F. Bradford<br>R. M. Hillard |
| BRANDT ADV. CO., INC., *a-e* | 400 West Madison St | Chicago, Ill | James Reddy<br>E. S. Brandt |
| BRANTLEY ADV. AGENCY, THE J. CARSON, *d* | | Salisbury, N. C | |
| BREARLEY SERVICE ORGANIZATION, *a* | 7-11 East 44th St | New York City | Henry R. Gall<br>Percy O'Gorman<br>R. H. Buckner |
| BRENISER & COMPANY, *e* | 257 S. 21st St | Philadelphia, Pa | |
| BRENNAN, BROWN & CO., INC | Tower Petroleum Bldg | Dallas, Tex.♦ | |
| | Kirby Bldg | Houston, Tex | |
| BREWER WEEKS COMPANY, *d* | 564 Market St | San Francisco, Calif | W. A. Brewer<br>F. T. Weeks |
| BRIGGS & VARLEY, INC., *a-e* | 14 E. 48th St | New York City | |
| BRINCKERHOFF, INC., *d-e* | 333 N. Michigan Ave | Chicago, Ill | V. McDrell<br>M. Bee |
| BRISACHER & STAFF, EMIL, *a-e* | Crocker Bldg | San Francisco, Cal.* | Charles H. Gabriel |
| | Petroleum Securities Bldg. | Los Angeles, Cal | |
| BRITT ADVERTISING CO., *b* | 3104 Main Blvd | Houston, Tex | |
| BROMLEY ADV. AGENCY, *e* | 712 6th Ave., S | Minneapolis, Minn | |
| BROOKE, SMITH & FRENCH, INC., *a-e-f-h* | 82 East Hancock St | Detroit, Mich.* | Herbert R. Bayle |
| | 204 Richmond St., W | Toronto, Ont | David B. Hinchman |
| | 275 Craig St., W | Montreal, Quebec | |
| BROOKS COMPANY, ROBERT H., *a-b-e-f* | 805 Boyle Bldg | Little Rock, Ark | B. E. Lowry |
| BROOKS ADVERTISING AGENCY, S. M., *a-b-e* | Union Trust Bldg | Little Rock, Ark | E. L. Saunders |
| BROTHERS ADV. AGENCY, INC., *d* | 4614 Prospect Ave | Cleveland, Ohio | D. D. Lewis |
| BROUGHTON ADV. SERVICE, *e* | 300 W. Adams St | Chicago, Ill | |
| BROWN ADV. AGENCY, *d-e* | 309 Buckeye Bldg | Akron, Ohio | D. E. Brown |
| BROWN ADV. AGENCY, INC., *a-e* | Times Bldg | New York City | Benjamin Weber |
| BROWN & CO., BRENNAN, *i* | | Dallas, Tex | |
| | | Houston, Tex | |
| BROWN ADVERTISING AGENCY, E. H., *d-e* | 140 S. Dearborn St | Chicago, Ill | C. S. Petersen<br>E. A. Hoffman |
| BROWN ADVERTISING AGENCY, J. W., *d-e* | 18 E. 4th St | Cincinnati, Ohio | J. W. Brown |
| BROWNE, LIMITED, T. B | 551 Fifth Ave | New York City* | W. Hopkinson |
| | 65 Bath St | Glasgow, Scotland | |
| | Boston House, Strand St | Cape Town, So. Africa | |
| | Bank of Adelaide Chambers, 43 Margaret St | Sydney, Australia | |
| BROWN & COMPANY, W. V., *d* | 57 East Gay Street | Columbus, Ohio | |
| BROWN & CO., C. FRANKLIN | 75 E. Wacker Drive | Chicago, Ill | Chas. P. Greene |
| BRYAN & BRYAN ADVERTISING, *b-d-e* | 405 Giddnes-Lane Bldg | Shreveport, La | M. L. Bryan<br>C. W. Bryan |
| BUCHANAN ADVERTISING CO., INC., *d-e* | Third National Bldg | Dayton, Ohio | Geo. A. Buchanan |
| BUCHANAN-THOMAS ADVERTISING CO., *a-e-f* | 412 South 19th St | Omaha, Nebr | G. H. Lindley<br>C. C. Buchanan |
| BUCHEN COMPANY, *a-e-f-h* | 400 W. Madison St | Chicago, Ill.* | Howard W. Rose |
| | 123 S. Broad St | Philadelphia, Pa | |
| BUCK COMPANY, THE GLENN, *d* | 400 West Madison St | Chicago, Ill | D. C. Samer |
| BUCKLEY ORGANIZATION, THE EARLE A | 1600 Arch St., Suite 225 | Philadelphia, Pa | Earle A. Buckley<br>D. C. Miner |
| BUDD ADV. AGENCY, INC., *a* | 149 Broadway | New York City | |
| BULL, INCORPORATED, J. C., *a-f* | 101 Park Ave | New York City | S. Page Butt |
| BULL, ADVERTISING, NORRIS L | 650 Main St | Hartford, Conn | Norris L. Bull |
| BUNKER, INC., JOHN | Schmidt Bldg | Cincinnati, O | |
| BURNET-KUHN ADVERTISING COMPANY, *a-e* | 520 N. Michigan Ave | Chicago, Ill | |
| BURNS & ASSOCIATES, CHARLES L., *d* | Suite 387, Hotel Hollenden | Cleveland, Ohio | C. L. Burns |
| BURNS-HALL ADVERTISING AGENCY, *a-e-f* | 757 North Broadway | Milwaukee, Wis | |
| BURNS & CO., INC., HARRY E., *b* | 503 Insurance Exchange Bldg | Jacksonville, Fla | C. S. Burns |
| BURT COMPANY, THE | 80 Boylston St | Boston, Mass | F. Allen Burt |
| BURTNETT, GERALD B., *d* | 1121 So. Hill St | Los Angeles, Cal | |
| BUSWELL SERVICE, *e* | 1028 Lay Blvd | Kalamazoo, Mich | |
| BUTLER CO., JOHN L., *a-e-f* | 1131 Public Ledger Bldg | Philadelphia, Pa | |
| BUTTERFIELD & ASSOCIATES, CLAYTON W. | 525 Union Bldg | Syracuse, N. Y | C. W. Butterfield<br>Harold W. Greene |
| BYER & BOWMAN, INC., *a-d-e* | 329 E. Broad St | Columbus, Ohio | Herbert Byer<br>Gus K. Bowman<br>Joe. M. Burghalter |
| BYRNE ADV. AGENCY, *e* | 35 E. Wacker Drive | Chicago, Ill | |
| BYREN-WEIL-WESTON, INC., *d* | N. E. Cor. Walnut at Juniper St | Philadelphia, Pa | John C. O'Brien<br>R. H. Byrum<br>R. Y. Reaves |
| BYRUM-REAVES ADV. AGENCY, *d-e* | 810 Fourteenth St. Bldg | Denver, Colo | |

## C

| | Address | | Space Buyers |
|---|---|---|---|
| CABOT & CO., INC., HAROLD, *a* | 24 Milk St | Boston, Mass | |
| CAHILL ADVERTISING COMPANY, *a-e-f* | 860 Pacific Bldg | San Francisco, Cal | B. Kelly |
| CALDWELL-BAKER COMPANY, *a-e-f* | 1204 Merchants Bank Bld. | Indianapolis, Ind | Earl F. Beam |
| CALHOUN ADV. AGENCY | 619 C. A. Johnson Bldg | Denver, Colo | B. A. Ohlander |
| CALIFORNIA ADVERTISING AGENCY, *d* | 438 Chamber of Commerce Bldg | Los Angeles, Cal | Walter Van de Kamp |
| CALKINS & HOLDEN, *a-e-f* | 247 Park Ave | New York City | Edwin Ebel<br>O. B. Bond<br>Harry Torp |
| CALLAWAY ASSOCIATES, INC., *d-e* | 210 Lincoln St | Boston, Mass | J. P. Calloway<br>Morris Susman |
| CALLO & CLARKE, INC., *d* | 340 East 149th St | New York City | J. F. Spencer<br>Henry Tufarolo |
| CAMPBELL-DURHAM VON OLM COMPANY | 10 So. La Salle St | Chicago, Ill | Charles Schram<br>W. D. Alkire |
| CAMPBELL-EWALD COMPANY, INC., *a-e-f-h* | General Motors Bldg | Detroit, Mich.* | J. J. Hartigan |
| | 1790 Broadway | New York, N. Y | E. M. Zuber |
| | Room 2030, 201 N. Wells Bldg | Chicago, Ill | M. A. Hollinshead |
| | 1034 Monadnock Bldg | San Francisco, Cal | |
| | 655 Chamber of Commerce Bldg | Los Angeles, Cal | |
| | 3rd & Salmon Sts | Portland, Ore | |
| CAMPBELL-EWALD, LIMITED | 372 Bay St | Toronto, Canada | |
| | 901 Dominion Sq. Bldg | Montreal, Quebec | |
| CAMPBELL-MITHUN, INC., *a-f* | 1153 N. W. Bank Bldg | Minneapolis, Minn | George C. Mohlke |
| CAMPBELL-SANFORD ADVERTISING CO., *d-e* | Farley Bldg | Cleveland, Ohio* | |
| | 608 So. Dearborn St | Chicago, Ill | |
| | 1922 Linwood Ave | Toledo, Ohio | |
| CAPLES COMPANY, *a-e* | 225 East Erie St | Chicago, Ill | W. E. Gibson |
| | 230 Park Ave | New York City | R. D. Folster |
| | 1504 Dodge St | Omaha, Neb | |
| CARLYSLÆ CO., *e* | 47 West 34th St | New York City | |
| CARPENTER ADVERTISING COMPANY, *d-e* | 309 Citizens Bldg | Cleveland, Ohio | J. J. Marquart<br>F. F. Lamorelle |
| CARPENTER-ROGERS COMPANY, *e-i* | 812 Wholesale Mercantile Bldg | Dallas, Tex | H. A. Rogers |
| CARR & COLUMBIA, INC., *e-f* | 17 E. 38th St | New York City | |
| CARTER-THOMSON CO., *e* | 1701 Walnut St | Philadelphia, Pa | A. M. Fanning |
| CASEY ADV. AGENCY, *f* | 2421 West End Ave | Nashville, Tenn.* | L. Tune |
| | P. O. Box 453 | Chattanooga, Tenn | |
| CASEY ADVERTISING AGENCY | 310-11 Perlstein Bldg | Beaumont, Tex | Robt. L. Casey |
| CASH & ASSOCIATES, INC., FRANK I., *d-e* | 360 No. Michigan Ave | Chicago, Ill | Curtis Peterson |
| CAVALLY ADVERTISING CO., FREDERICK L., *d* | 901 Schmidt Bldg | Cincinnati, Ohio | Frederick L. Cavally |
| CAVE COMPANY, EDWARD, *d-e-f* | 205 E. 42nd St | New York City | Edward Cave |
| CECIL, WARWICK & CECIL, INC., *a-b-e-h* | 230 Park Ave | New York City | F. T. MaFadien, Jr. |
| | 1121 Bank St | Richmond, Va | S. Jackson |
| CENTRAL ADVERTISING CORPORATION, *a* | Board of Trade Bldg | Indianapolis, Ind | G. Vance Smith |
| CENTRAL ADVERTISING SERVICE, INC., *d-e* | 45 West 45th St | New York City | L. Britwitz |
| CENTRAL STATES ADV. SERVICE, *d* | 2116 Eighth Ave., S | Fort Dodge, Iowa | Arthur W. Johnson |
| CENTURY ADV. SERVICE, INC | 342 Madison Ave | New York, N. Y.♦ | |
| | 260 Tremont St | Boston, Mass | |
| CHAMBERS & WISWELL, INC., *a-e* | 38 Newbury St | Boston, Mass | Harry L. Stone |
| CHANDLER, CLEAVELAND A | 17 Ashford St., Allston | Boston, Mass | C. A. Chandler |
| CHAPPELOW ADVERTISING COMPANY, *a-e-f-h* | 3615 Olive St | St. Louis, Mo | F. A. Watts |
| CHARLES ADVERTISING SERVICE *a-e-h* | 51 Madison Ave | New York City | Joseph Boorster<br>M. J. Murray |
| CHELTENHAM—ADVERTISING, *a-d* | 551 Fifth Ave | New York City | James E. Wilson |
| CHESMAN, NELSON & CO., INC., *e-h* | 1127 Pine St | St. Louis, Mo | |
| | 510 N. Dearborn St | Chicago, Ill | |
| CHICAGO UNION ADVERTISING AGENCY, *d-e* | 20 West Jackson Blvd | Chicago, Ill | J. L. Wade<br>Simon Levin |
| CHILTON ADVERTISING AGENCY *a-b* | Kirby Bldg | Dallas, Tex | A. L. Chilton<br>L. H. Chilton |
| CHURCH-GREEN CO., *a-e* | Statler Bldg | Boston, Mass | |
| CHURCHILL-HALL, INC., *a-e-f-h* | 200 Madison Ave | New York City | |
| CHUTE COMPANY, INC., L. E., *d* | 123½ E Second St | Davenport, Iowa | |
| CHRISTIAN ADVERTISING AGENCY, W. S., *d* | 76 West Court St | Memphis, Tenn | |
| CLARK, INC., C. P., *b-d-e* | 113 Seventh Ave., N | Nashville, Tenn | J. S. Cullom<br>E. S. Gardner |
| CLARKE COMPANY, E. A., *d-e* | 503 Chestnut St | Philadelphia, Pa | Frank P. Tighe |
| CLARK-McDANIEL-FISHER & SPELMAN, INC., *e-f* | 1905 Guarantee Title Bldg. | Cleveland, Ohio | |
| CLARK ADVERTISING SERVICE, R. W., *e* | 31 N. Summit St | Akron, Ohio | R. W. Clark |
| CLATFELTER, HARRY, *f* | 1220 Jefferson Bldg | Peoria, Ill | |
| CLEARY ADVERTISING CO., INC | 43 East Ohio St | Chicago, Ill | William J. Cleary |
| CLEMENTS COMPANY, THE, *a-d* | Horn Bldg | Philadelphia, Pa | K. E. King |
| CLIMO, JR., GEORGE F., *f* | 4519 Hamilton Ave | Chicago, Ill | |
| COCHRANE ADVERTISING AGENCY, W. K., *a-e* | 333 N. Michigan Ave | Chicago, Ill | |
| COLE'S, INC., *d-e-f* | 606 Royal Union Bldg | Des Moines, Iowa | |
| COLLISSON COMPANY | Tribune Bldg | Minneapolis, Minn | |
| COLTON, WENDELL P., CO., INC., *a-e-h* | 122 E. 42nd St | New York City | Arthur F. Dermody |
| COMER ADV. CO., RUSSELL C., *d-e* | Fairfax Bldg | Kansas City, Mo | A. D. McKelvey |
| COMMERCIAL ADVERTISING AGENCY, *d-f* | 440 South Dearborn St | Chicago, Ill | Maurice Blink<br>E. A. Gebhardt |
| COMMERCIAL ADV. & EXPLOITATION CO. | 1110a Locust St | St. Louis, Mo | |
| CONCORD ADVERTISING AGENCY | 392 Fifth Ave | New York City | Howard J. Katz<br>Morton Freund |
| CONDON COMPANY, INC., *d* | 1021 Washington Bldg | Tacoma, Wash | E. Larry Jardeen |
| CONE, ANDREW, GENERAL ADV. AGENCY, *a-e-h* | 18 E. 41st St | New York City | F. E. Richards |
| CONNER ADVERTISING AGENCY, INC., *a-e-h* | 1523 Welton St | Denver, Colo | J. Lowell Bond |
| CONOVER COMPANY, S. A., *a-e-f-h* | 75 Federal St | Boston, Mass | |
| CONSOLIDATED ADVERTISING AGENCY | 203 North Wabash Ave | Chicago, Ill | Hal J. Hasen<br>E. J. Hyland<br>Chas. H. Anderson |
| COOLIDGE ADVERTISING COMPANY, *a-e-f-h* | 308 Insurance Bldg | Des Moines, Iowa | Paul Blackmore<br>R. H. Cary<br>Henry Kroeger |
| COOPER ASSOCIATED, A. E | 551 Fifth Ave | New York City | |
| CORBETT ADVERTISING AGENCY, M. D | City Club Bldg | St. Louis, Mo | M. D. Corbett |
| CORE, HOWELLS, MAC FADDEN COMPANY, THE, *d* | Aline Bennett Bldg | Jackson Mich | Jane Core<br>D. L. Howlett |
| CORMACK-ANDERSON-MOE, INC | 733 N. Van Buren St | Milwaukee, Wis | Harold J. Moe |
| CORNING, INCORPORATED, *a-e-f* | 519 New York Bldg | St. Paul, Minn | Leavitt Corning<br>Lloyd R. Gates<br>Samuel N. Nemer |
| COTTER ADVERTISING AGENCY, *a* | 52 Chauncy St | Boston, Mass | |
| COVALLY ADV. CO., FREDERICK L., *d* | 901 Schmidt Bldg | Cincinnati, Ohio | F. L. Covally |

(*Continued on page* 148)

(For Explanation of Key Letters See Page 144)

# River, stay 'way from my door!

**A flood on the Ohio River carried away a 3-room cottage. It was one of those good old Ohio floods which have such taking ways. The cottage floated as easily as a Peruvian bond issue.**

**Fortunately, the landlubber owner was absent from home at the time. He was a very poor sailor—and anyway he did not have a pilot's license.**

**And the incident, incidentally, seemed to offer a chance to free himself of his floating indebtedness.**

**However, he had a certain sentimental attachment for his truant dwelling and—believing devoutly in the power of advertising—he inserted this advertisement in the Cincinnati Post, a Scripps-Howard newspaper:**

LOST: A 3-room cottage—painted white, green trimming: from Terrace Park, Sunday morning. Reward.

**The cottage was found stranded on an unpopulated reef several miles down the river—and was restored to the owner as a direct result of the advertisement. No doubt the advertiser's next advertisement (in the Cincinnati Post) will read:**

WANTED: Good second-hand anchor, a stout cable and capstan, a barrel of grog, a sextant, and a copy of Moby Dick.

**The moral of this story is not limited to those who have built their houses upon the sand. It pays to advertise—not only when your house is lost, strayed or stolen, but when you wish to sell your products to the responsive reader-audience of the Cincinnati Post.**

# The Cincinnati Post

A Scripps · Howard Newspaper

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS
230 PARK AVENUE, N. Y. C.

MEMBER OF THE UNITED PRESS...OF THE AUDIT BUREAU OF CIRCULATIONS *and of* MEDIA RECORDS, INC.

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS · DETROIT · PHILADELPHIA · ATLANTA

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 146)

| | Address | | Space Buyers |
|---|---|---|---|
| COWAN & DENGLER, INC., *a-e* | 25 W. 45th St. | New York City | Evans E. A. Stone<br>Henry Kleinschmidt |
| COX ADVERTISING AGENCY, INC., *d-e* | 803 Jackson Bldg | Birmingham, Ala | |
| COX ADVERTISING AGENCY, INC., J. P., *a* | 101 Tremont St | Boston, Mass | Joseph P. Cox |
| CRAIG, INC., JOHN GILBERT | 903 Shipley Street | Wilmington, Del | J. G. Craig<br>K. W. Anderson |
| CRAMER-KRASSELT CO., *a-e-f-h* | 733 N. Van Buren St. | Milwaukee, Wis.* | C. M. Daniell |
| | 900 Title Guarantee Bldg. | Los Angeles, Cal | |
| CRAMER-TOBIAS CO., INC., *a-e* | 333 West 52nd St | New York City | Lewis B. Kaufman |
| CRANK, INC., CHET, *a* | 1709 W. 8th St., Rm. 905. | Los Angeles, Cal | E. E. Farnsworth |
| | 721 Call Bldg | San Francisco, Cal | |
| | Studio Bldg | Portland, Ore | |
| | Jos. Vance Bldg | Seattle, Wash | |
| CRAWFORD ADVERTISING AGENCY, *d* | 107 N. Conception St. | Mobile, Ala | Harry Crawford |
| CRITCHFIELD & COMPANY, *a-e* | 8 So. Michigan Blvd | Chicago, Ill | N. W. Smith<br>E. Groenboom |
| CRITCHFIELD-GRAVES CO., *e* | Forshay Tower | Minneapolis, Minn | |
| CROOK ADV. AGENCY, *a-b-e-i* | Kirby Bldg | Dallas, Tex | Wilson W. Crook |
| CROOT CO., INC., SAMUEL C., *a-e-f* | 28 West 44th St. | New York City | Joseph W. Morgan |
| CROSS & LA BEAUME, INC., *a-e-f* | 250 Fifth Ave. | New York City | |
| CRUMRINE & CO., ARTHUR | Grand Theater Bldg | Columbus, Ohio | J. I. Crumrine |
| | National Press Bldg. | Washington, D. C. | |
| CRUTTENDEN & EGER, *d* | 64 E. Lake St. | Chicago, Ill | Edmond I. Eger<br>Leon H. Lewis<br>George M. Stern<br>Wilbur Walkoe |
| CUMMINGS ADVERTISING, EARL M., *d* | Gas-Electric Bldg | Rockford, Ill | |
| CUNDIFF ADV. AGENCY, W. E., *d-e* | 301 College St. | Springfield, Mo | W. E. Cundiff |
| CURTIS-SANDERS ADVERTISING, *d* | 414 Latham Square Bldg. | Oakland, Calif | W. A. Curtis<br>J. H. Brockhagen |
| CURTIS ADVERTISING, T. L. | 216 Kempf Bldg | Utica, N. Y. | |
| CUSACK ADVERTISING CO., C. F., *d* | 509 Jacobson Bldg | Denver, Colo.* | Edward Hoover |
| CUTTING, CECIL EDWARD | 509 Potomac Ave. | Buffalo, N. Y.* | L. Carl Higgins—Buffalo |
| | 4080 7th St., N. W. | Washington, D. C | Louis A. Gebhard—Washington |

### D

| | | | |
|---|---|---|---|
| DAKE ADV. AGENCY, INC., *a-e* | 121 Second St. | San Francisco, Cal | |
| DAKE-JOHANET ADV. AGENCY, *a-e* | 1220 Maple Ave. | Los Angeles, Cal | F. W. Johanet—<br>Wm. J. Betting—Los Angeles |
| | 251 Kearney St. | San Francisco, Cal | C. C. Standefer—San Francisco |
| DAKEN ADVERTISING AGENCY, INC., *a-e* | 2226 Third Ave. | Seattle, Wash | Pauline E. Ellerman |
| DAKO ADVERTISING AGENCY | 535 Boston Block | Minneapolis, Minn | W. Heynacher—<br>W. P. Butler—Minneapolis |
| | 318 Citizen Bank | Aberdeen, S. Dak | H. Fish—Aberdeen |
| DAKOTA ADVERTISING AGENCY, INC. | 318 Citizens Bldg. | Aberdeen, S. D. | H. M. Fish |
| DALTON AND ASSOCIATES, RALPH, *e-f* | N.W. Corner Public Sq. | Troy, Ohio | Ralph Dalton |
| DALTON AND ASSOCIATES, RALPH, *e-f* | N.W. Corner Public Sq. | Troy, Ohio | Ralph Dalton |
| DANIELSON & SON, *a-e-f* | 15 Westminster St. | Providence, R. I. | |
| D'ARCY ADVERTISING COMPANY, *a-e-f-h* | Missouri Pacific Bldg. | St. Louis, Mo.* | J. E. Sullivan |
| | Terminal Bldg. | Cleveland, Ohio | F. C. Weber |
| DARLOW ADVERTISING COMPANY, *h* | 410 S. 19th St. | Omaha, Nebr | A. B. Darlow<br>C. B. Darlow<br>F. E. Phelan |
| DOUGHERTY, INC., JIM, *e-f* | 211 N. 7th St. | St. Louis, Mo | Walter W. Zahrndt |
| DAVID, INCORPORATED, ADVERTISING AGENCY, *a-e* | W 3171 First National Bank Bldg. | St. Paul, Minn | J. M. Morrison |
| DAVIDSON ADVERTISING AGENCY, ED., *d* | 1450 S. D. Trust & Savings Bldg. | San Diego, Cal | |
| DAVIS & BRO., ADV. AGENCY, B. K., *d* | N. E. Cor. 7th & Oxford Sts. | Philadelphia, Pa | |
| DAVIS ADVERTISING AGENCY, JOHN A., *d-e* | 858 Little Bldg. | Boston, Mass | John A. Davis |
| DAVIS COMPANY, HENRY L., *d* | 1776 Broadway | New York City | Walter Droga |
| DAVIS PRESS, INC., *d* | 44 Portland St. | Worcester, Mass | R. M. Spencer |
| DAVIS & ASSOCIATES, INC., TRAYTON H., *a* | 759 North Milwaukee St. | Milwaukee, Wis | |
| DAVIS, WM. E., *e* | 1148 Plymouth Bldg. | Minneapolis, Minn | |
| DAVIS, ADVERTISING, W. H., *d-e* | 240 Arcade Bldg. | Asheville, N. C | W. H. Davis |
| DAWLEY ADV. CO., H. A., *e* | 204 Davidson Bldg. | Kansas City, Mo | |
| DAY, FRANK T., *d* | 739 Boylston St. | Boston, Mass | Frank T. Day |
| DAY AGENCY, STANLEY, *d-e* | 1224 Putnam Ave. | Plainfield, N. J. | |
| DEAN ADVERTISING AGENCY, BEN, *d-e-f* | 207 Houseman Bldg. | Grand Rapids, Mich | Ben Dean<br>Mildred Juneau |
| DE BEAR, S. A. | 175 West 73rd St. | New York City | S. A. de Bear |
| DE BIASI ADV. AGENCY, INC., MARIO, *a* | 51 Chambers St. | New York City | Mario De Biasi |
| DE BRUEYS ADV. SERVICE, JOHN L., *d* | 218 Ben Milam Hotel | Houston, Tex | John L. de Brueys |
| DEEMS, HOWARD E., *d* | 1102 Ocean Center Bldg. | Long Beach, Cal | M. L. Dutton<br>Marvin L. Wood |
| DE JERNETT, ADVERTISING, IRA E., *d* | 919 Santa Fe Bldg. | Dallas, Texas | Ira E. De Jernett |
| DE LA MARE CO., INC., A. T., *d-e* | 448 W. 37th St. | New York City | |
| DENHARD, PFEIFFER AND WELLS, INC., *a-e* | 114 East 32nd St. | New York City | L. Ruth Lane |
| DE ROODE, LOUIS K. | 5 Beekman St. | New York City | |
| DE ROUVILLE ADVERTISING AGENCY, *a-e* | 11 North Pearl St. | Albany, N. Y. | George S. De Rouville<br>Horace L. Hevenor |
| D'EVELYN & WADSWORTH, INC., *a-e* | 405 Montgomery St. | San Francisco, Cal | J. Malcolm Dewees |
| DEVEREUX & SMITH, INC., *e* | 10 Hopper St. | Utica, N. Y. | Leslie W. Devereux |
| DEVINE, JAMES A., *a* | 1457 Broadway | New York City | |
| DEWEY ADV. AGENCY, JOHN PEYTON, *d-i* | Mercantile Bldg. | Dallas, Texas | John Peyton Dewey<br>Lillian Waits |
| DENER & DORSKIND, INC., *a* | 303 West 42nd St. | New York City | |
| DOBBS ADVERTISING AGENCY, *d-e* | 288 Main St. | Danbury, Conn | |
| DOE, ADV. AGENCY, ELMER H., *a-e* | 542 Starks Bldg. | Louisville, Ky | |
| DOMBROWER COMPANY, INC., RAPLH L., THE, *b* | 210 Franklin St., East | Richmond, Va | H. Weisiger<br>Abe S. Eisen |
| DONAHUE & COE, INC., *a-e-f* | Paramount Bldg. | New York City | E. M. Ahlstrand |
| DONNELLY COMPANY, LEE E., *f* | 788 Union Trust Bldg. | Cleveland, Ohio | Sanford Schwartz |
| DONOVAN & ARMSTRONG ADVERTISING AGENCY, *a-e* | Girard Trust Bldg. | Philadelphia, Pa | Edith V. Righter |
| DOREMUS & COMPANY, *a-e* | 43 Broad St. | New York City* | Harold H. Sieber |
| | 20 Kilby St. | Boston, Mass | |
| | 208 So. LaSalle St. | Chicago, Ill | |
| | 1520 Sansom St. | Philadelphia, Pa | |
| | Van Nuys Bldg. | Los Angeles, Calif | |
| | Mansion House Building, 4, Queen Victoria St. E. C. 4 | London, England | |

(*Continued on page* 150)

(For Explanation of Key Letters See Page 144)


# Why Be Content With An Inferior Circulation, If Your Paper Has Equal Merit?

GIVE YOURSELF A "NEW DEAL" IN 1934!

*Here Is What a De Priest "BETTER TIMES" Circulation Campaign Can Do for You:*

1. Increase your circulation to a point approaching or surpassing your competitor. You can hold the increase, if your paper is of equal merit. Even if it has less merit, we can augment its circulation. WE HAVE DOUBLED MANY CIRCULATIONS.

2. Increase your paper's good will—building up its prestige as an institution which "does things." Ours are "friend-making" campaigns. The value of the enhanced good will alone may be worth more than the cost of the entire campaign.

3. Increase your advertising linage, the greater prestige making it easier for your solicitors to sell advertising. Every paper for which we conducted a campaign in 1930 showed increased advertising during the depression.

4. Enable you to increase your advertising rates in accordance with your increased circulation. This increase should coincide with the 1934 success of the "New Deal."

5. If each one of your present readers brought you in one NEW reader, your circulation would automatically DOUBLE. Impractical, yes. But we do the next best thing. We get the heads of clubs and organizations, ministers and priests, bankers, policemen and other leaders of men and women to bring in the new subscribers. Then it is up to you to "deliver the goods."

6. We use an old idea in new ways. And what new ways! We do not stand still. We are always learning new "wrinkles." We have been called the "scientists of circulation building."

7. Our campaigns are wholly self-financing and are profitable financially, even when dollars seem frozen. In their lively tempo, they electrify and vivify your newspaper staff. Your entire organization pulsates with a new life.

A SAMPLE OF RESULTS ON A SMALL DAILY:

Total RECEIPTS.....$30,030.51

Of which, were
NEW Subs..$26,799.11
Renewals... 3,231.40

Expenses—
Commissions paid
De Priest... $7,184.48
Prizes, &c.. 8,786.37

Number of NEW Subs..3,359

Publishers' PROFITS....$14,059.66

Length of Campaign, 12 Weeks—During Depression.
(Sworn Statement)

THE DE PRIEST ASSOCIATES are an organization of circulation experts, who have directed and co-directed campaigns on leading newspapers of America's greatest cities, holding several world records in production.

Although catering mainly to the English-language press, we have a poly-linguistic staff, perhaps the only one in America, and we solicit the business of German, French, Italian, Spanish, Scandinavian and other newspapers here and abroad.

*Write or Wire for Free Field Survey, Open Dates, Etc.*

# HUDSON DE PRIEST & ASSOCIATES

World's Record Circulation Builders—Originators of "Better Times" Campaigns for Newspapers

246 FIFTH AVENUE, NEW YORK CITY

Tel. AShland 4-9600

*We Make*

# RUBBER ROLLERS

*We Sell*

## MANHATTAN RUBBER NEWSPAPER ROLLERS

**Their perfection is due to the combination of knowledge of RUBBER of the MANHATTAN RUBBER COMPANY, and the knowledge of PRINTERS' ROLLERS of ourselves. They are the BEST.**

**Don't overlook the advantage of the FABRIC-COVERED, NON-MELTABLE, composition roller for VIBRATORS AND FOUNTAINS. They cost less than RUBBER, do not need to be REGROUND, don't THROW INK, and carry an even INK FLOW.**

ORDER THROUGH THE ADDRESSES BELOW

# SAM'L BINGHAM'S SON MFG. CO.

MANUFACTURERS OF

# PRINTERS' ROLLERS

**RUBBER ROLLERS**
**FABRIC-COVERED ROLLERS**
**NON-MELTABLE ROLLERS**
**GRAINING ROLLERS**

**OFFSET ROLLERS**
**LITHOGRAPH ROLLERS**
**VARNISH & LACQUER ROLLERS**
**COMPOSITION ROLLERS**

## FACTORIES

CHICAGO

ATLANTA
CINCINNATI
CLEVELAND
DALLAS
DES MOINES
DETROIT
INDIANAPOLIS
KALAMAZOO
KANSAS CITY
MINNEAPOLIS
PITTSBURGH
SPRINGFIELD, O.
NASHVILLE
HOUSTON
ST. LOUIS

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 148)

| | Address | | Space Buyers |
|---|---|---|---|
| DORLAND ADVERTISING AGENCY, *a-e* | Preston Bldg. | Atlantic City, N. J.* | William H. Manning |
| DORLAND INTERNATIONAL, INC. | R. C. A. Bldg. | New York City* | Frank Cleary—Domestic |
| | Dorland House, 14 Regent St., S. W. 1 | London, England | Miss A. Blando—Foreign |
| | 65 Ave. Des Champs-Elysees | Paris, France | |
| | Kurfurstendamm 32 W.15 | Berlin, Germany | |
| | | Stockholm, Sweden | |
| | | Oslo, Norway | |
| | | Helsingfors, Finland | |
| | | Copenhagen, Denmark | |
| | | Brussels, Belgium | |
| | | Rotterdam, Holland | |
| | | Zurich, Switzerland | |
| | | Madrid, Spain | |
| | | Barcelona, Spain | |
| | | Vienna, Austria | |
| | | Warsaw, Poland | |
| | | Free City of Danzig | |
| | | Milan, Italy | |
| | | Athens, Greece | |
| | | Istanbul, Turkey | |
| | | Jerusalem, Palestine | |
| | | Alexandria, Egypt | |
| | | Tokyo, Japan | |
| | | Shanghai, China | |
| | | Hong Kong, China | |
| | | Manila, Phil. Is. | |
| | | Singapore, S. S. | |
| | | Batavia, Java | |
| | | Bombay and Calcutta, India | |
| | | Capetown, Johannesburg, Durban, Port Elizabeth, So. Africa | |
| | | Sydney, Melbourne, Adelaide, Brisbane and Perth, Australia | |
| | | Auckland, Wellington, Dunedin and Christchurch, New Zealand | |
| | | Buenos Aires, Argentine | |
| | | Sao Paulo and Rio de Janeiro, Brazil | |
| | | Santiago, Chile | |
| | | Caracas, Venezuela | |
| | | Curacao, D. W. 1 | |
| | | San Jose, Costa Rica | |
| | | Mexico City, Mexico | |
| | | Havana, Cuba | |
| DORRANGE, SULLIVAN & CO., INC., *a-e* | 347 Madison Ave. | New York City | Harry E. Pengel |
| DORSEY ADVERTISING AGENCY, INC., ALBERT H., *d* | 521 Bulletin Bldg. | Philadelphia, Pa. | H. S. Lamb<br>C. M. Fitzgerald |
| DOUBLE, LEE R., *d* | 209 Seneca St. | Seattle, Wash.♦ | Lee R. Double |
| | 317 Standard Stock Exchange Bldg. | Spokane, Was. | |
| DOW & PETERSON, INC., *d-e* | 94 Church St. | Burlington, Vt. | A. S. Peterson |
| DOWD, INC., CHARLES F., *a-e-f* | 413 Richardson Bldg. | Toledo, O. | Charles F. Dowd<br>Ralph B. Way<br>Ed. J. Rutan |
| DOWD & OSTREICHER, INC., *a-d* | 137 Newbury St. | Boston, Mass. | Bernard F. Ostreicher |
| DOYLE, KITCHEN & McCORMACK, INC., *d-e-f* | 501 Fifth Ave. | New York City | William H. Kern |
| DRECHSLER-PEARD CO., INC., *a-e* | Munsey Bldg. | Baltimore, Md. | |
| DREHER INC., MONROE F., *d* | Commercial Investment Bldg. | Newark, N. J. | Monroe F. Dreher<br>Leonard A. Hehner<br>L. T. Mead, Jr. |
| DRESNER ADV. AGENCY, J. | 1457 Broadway | New York City | E. Opas |
| DUFFY INC., JIM., *d-e* | 111 W. Washington St. | Chicago, Ill. | O. R. Elofson<br>M. Smith |
| DUNHAM COMPANY, THE JOHN H. | 333 No. Michigan Ave. | Chicago, Ill. | |
| DURRANT ADVERTISING COMPANY, F. A. | 12th & Van Brunt Ave. | Kansas City, Mo. | F. A. Durrant<br>F. Riley |

### E

| | | | |
|---|---|---|---|
| EARNSHAW-YOUNG INC. | 714 W. 10th St. | Los Angeles, Calif.* | R. E. Messer |
| | 1512 News Bldg. | New York City | |
| EASTMAN, SCOTT & CO. *b* | 1105 Mortgage Guarantee Bldg. | Atlanta, Ga. | |
| EBERSOLD-OLIVER, INC., *d* | 812 West Van Buren St. | Chicago, Ill. | Fred H. Ebersold |
| ECCLES ADVERTISING, WARREN | P. O. Box 326 | Hollywood, Calif. | |
| ECKFORD ADVERTISING COMPANY, INC., *b-d* | 212-101 Marietta St. | Atlanta, Ga. | Charles A. Rawson<br>Harry L. Morrill |
| EDWARDS ADV. AGENCY, *i* | | Dallas, Tex. | |
| EDDY-RUCKER-NICKELS-COMPANY, INC., *a-f* | 1430 Massachusetts Ave. | Cambridge, Mass. | J. M. Russakoff |
| EDITORIAL SERVICE CO., INC., *e* | 210 E. Michigan St. | Milwaukee, Wis. | |
| EDMONDSON COMPANY, E. S., *a* | 1700 Walnut St. | Philadelphia, Pa. | E. S. Edmondson |
| EDWARDS ADV. AGENCY, *i* | | Dallas, Tex. | |
| EFFINGER COMPANY, FRANK | 828 No. Broadway | Milwaukee, Wis. | Frank G. Effinger |
| EGAN & CO., JAMES W. | 228 No. LaSalle St. | Chicago, Ill. | E. Meyefson |
| EGYPTIAN ADVERTISING AGENCY, *d* | Republican-Leader Bldg. | Marion, Ill. | Oldham Paisley |
| EHLBERT ADV. SERVICE, INC., *d-e-f* | 5496 Hyde Park Blvd. | Chicago, Ill. | Mark K. Ehlbert |
| EHLINGER & HIGGS, INC., *b-e-f* | Commercial Bldg. | Tulsa, Okla. | Henry C. Thompson |
| ELDRIDGE-NORTHROP, INC., *e* | New York Avenue | Trenton, N. J. | |
| ELLINGER COMPANY, DANIEL R., *e* | 154 Louis St., N. W. | Grand Rapids, Mich. | |
| ELLIOTT ADVERTISING, INC., A. R., *e* | 53 Park Pace | New York City | Daniel Elliott |
| ELLIOTT ADVERTISING AGENCY, *f* | 470 Stuart St. | Boston, Mass. | R. D. Elliott |
| ELLIOTT ADV. INC., HARRY | 681 Market St. | San Francisco, Cal.* | Franc Merchante |
| | 1200 So. Figueroa St. | Los Angeles, Cal. | |
| ELLIS CO., A. W., *a-e-f* | 24 School St. | Boston, Mass. | H. C. Magowa |
| EMERY ADVERTISING COMPANY, INC., THE | 300 Mercantile Trust Bldg. | Baltimore, Md. | W. L. Towner<br>C. E. Emery<br>M. E. Busch |
| EMPIRE ADVERTISING SERVICE, *a-e* | 1450 Broadway | New York City | Frederick F. Roeding<br>Lawrence Weiner<br>William Charters |
| ENGLISH CO., EARL B. | 416 Walnut St. | Philadelphia, Pa. | E. B. English |
| ENNIS-ANDERSON ADV. AGENCY, *d* | Cory Building | Fresno, Calif. | |
| ENSIGN ADVERTISING AGENCY, INC., F. A., *a-e* | 1850 Koppers Bldg. | Pittsburgh, Pa. | W. R. Hovis<br>W. C. Arthur |
| EPSTEIN ADV. AGENCY, DADE B., *d* | 202 S. State St. | Chicago, Ill. | John T. Carey<br>Dade B. Epstein<br>A. I. Hallquist |
| EPSTEIN COMPANY, S. M., *d* | Industrial Bank Bldg. | Detroit, Mich. | Norman R. Thal |
| EQUITY ADV. AGENCY, INC., *a* | 113 West 42nd St. | New York City | |
| ERWIN, WASEY & COMPANY, *a-e-f-h* | 230 N. Michigan Ave. | Chicago, Ill. | E. Ross Gamble<br>Louis Honig, Jr. |
| ERWIN, WASEY & COMPANY, INC., *a-e-f-h* | 420 Lexington Ave. | New York City* | J. W. Sturdivant<br>J. Norman Tveter |
| ERWIN, WASEY & COMPANY OF MINNESOTA, *a-e-f-h* | 500 Security Bldg. | Minneapolis, Minn. | |
| ERWIN, WASEY & COMPANY OF THE PACIFIC COAST, *a-e-f-h* | 333 Montgomery St. | San Francisco, Cal.* | McCulloch Campbell |
| | 714 West 10th St. | Los Angeles, Cal. | |
| | 1020 Lloyd Bldg. | Seattle, Wash. | |
| ERWIN, WASEY & COMPANY, INC. (Foreign Offices) | Westminster House, 10 Smith Sq. Westminster S. W. 1 | London, England | |
| | Kluuvikatu 8 | Helsingfors, Finland | |
| | Kirkegaten 14-18 | Oslo, Norway | |
| | 112 bis Rue Cardinet | Paris, France | |
| | Coolsingel 75 | Rotterdam, Holland | |
| | Sveavagen 90 | Stockholm, Sweden | |
| ESSIG COMPANY, LIMITED, THE | 1121 South Hill St. | Los Angeles, Cal. | J. B. Shaw |
| ESTY & CO., INC., WILLIAM, *a-e* | 100 East 42nd St. | New York City | E. H. Cummings<br>J. C. Esty<br>R. B. White |
| ETHERINGTON SERVICE, LEONARD | 35 Congress St. | Boston, Mass. | |
| EVANS, INC., ALBERT, *d-i* | 616 Dan Waggoner Bldg. | Fort Worth, Texas | Ruth P. Davis |
| EVANS ASSOCIATES, INC., *a-e-f* | 225 No. Michigan Ave. | Chicago, Ill. | R. R. Shuman<br>B. M. Andrews |
| EVANS & BRISEBOIS, *d* | 601 Boyer Bldg. | Detroit, Mich. | F. E. Evans |
| EVANS, NYE & HARMON, INC., *e-f* | 440 Fourth Ave. | New York City | David G. Evans<br>S. Keith Evans<br>R. L. Harmon |
| EXCHANGE ADVERTISING CO. | 54 West 21st St. | New York City | S. J. Feldman |
| EXPORT ADV. AGENCY | 919 N. Michigan Ave. | Chicago, Ill.* | |
| | 285 Madison Ave. | New York City | |

### F

| | | | |
|---|---|---|---|
| FAIRALL & COMPANY, ADVERTISING AGENCY, *a-e* | 1210 Capitol Theatre Bldg. | Des Moines, Iowa | L. R. Fairall<br>J. L. Ruebel<br>Ralph Harley |
| FAIRFAX ADVERTISING AGENCY, INC., H. W., *a-e* | 521 Fifth Ave. | New York City | Valentine Spotto |
| FARRAR COMPANY, *d-e* | Beaux Arts Bldg. | Los Angeles, Cal.♦ | Harold H. Maehle |
| | 3905 Montgall Ave. | Kansas City, Mo. | |
| FASHION ADVERTISING COMPANY, INC., *d* | 313 West 37th St. | New York City | |
| FECHEIMER, FRANK & SPEEDEN, INC., *f* | 1224 Maccabees Bldg. | Detroit, Mich. | |
| FEDERAL ADVERTISING AGENCY, INC., *a-e-f-h* | 444 Madison Ave. | New York City | Carl Brandt, Jr.<br>Joseph F. Beck |
| FEELEY & RICHMOND | Chrysler Bldg. | New York City | |
| FENSHOLT COMPANY, THE, *a-f* | 549 W. Washington St. | Chicago, Ill. | A. H. Fensholt<br>F. D. Ewing<br>J. S. Meek |
| FENTON ADVERTISING AGENCY, RICHARD L., *d-e* | 641 O'Farrell St. | San Francisco, Cal. | M. F. Chute<br>Justin L. Fearing |
| FERRY-HANLY ADVERTISING COMPANY, *a-e-f-h* | 500 Fifth Ave. | New York City | H. E. Lehman |
| | 911 Walnut St. | Kansas City, Mo. | M. E. Klein |
| | 111 W. Monroe St. | Chicago, Ill. | |
| FENTRESS & SONS, *d* | 105 W. City Hall Ave. | Norfolk, Va. | William C. Kuts |
| FERTIG & COMPANY, INC., LAWRENCE, *a-e-f* | 150 Madison Ave. | New York City | Elsie Meyer |
| FIELD ADVERTISING SERVICE, *a-e* | 507 Mutual Insurance Bldg. | Indianapolis, Ind. | V. Ernest Field<br>Miss Norma Ryan |
| FIELDS & CO., INC., ROBERT G., *b-d* | Bennie-Dillon Bldg. | Nashville, Tenn. | Robt. G. Fields |
| FIRESTONE, ALLAN L., *a-e* | 612 Pioneer Bldg. | St. Paul, Minn.♦ | S. Brickman |
| | 801 Wesley Temple Bldg. | Minneapolis, Minn. | |
| FISHER ADVERTISING AGENCY, L. P. | Merchants Exchange Bldg. | San Francisco, Calif. | |
| FITZGERALD ADVERTISING AGENCY, INC., *a-b-e-h* | 833 Howard Ave. | New Orleans, La.♦ | Leonard Gessner |
| | 101 Marietta St. Bldg. | Atlanta, Ga. | |
| FLACK ADVERTISING AGENCY, JOHN B., *d* | 527 South Warren St. | Syracuse, N. Y. | John B. Flack |
| FLAGLER ADVERTISING, INC., *d-e* | 73 W. Eagle St. | Buffalo, N. Y. | M. I. Flagler<br>R. E. Matthews |
| FLANAGAN ADVERTISING AGENCY, JAMES R., *d* | 505 Fifth Avenue | New York City | M. Rich |
| FLANNIGAN, J. L., *d* | 617 Marine Midland Trust Bldg. | Binghamton, N. Y. | |
| FLETCHER & ELLIS, INC., *a-d* | 331 Madison Ave. | New York City | Sherman E. Pratt |
| FLETCHER NEWSPAPER ADVERTISING AGENCY | 6306 Ellen Ave., N. W. | Cleveland, Ohio♦ | A. F. Fletcher |
| | 1835 W. 65th St. | Cleveland, Ohio | |
| FOLEY ADVERTISING AGENCY, INC., RICHARD A., *a-e-h* | 1616 Walnut St. | Philadelphia, Pa. | |
| FOLTZ-WESSINGER, INC., *d-e-f* | 26 West Orange St. | Lancaster, Pa. | |
| FONDA-HAUPT CO., INC., *a-e-h* | 286 Fifth Ave. | New York City | D. H. Fonda |
| FORD COMPANY, JOHN ANSON, *d* | 916 Chapman Bldg. | Los Angeles, Cal. | J. A. Ford |
| FOREIGN ADVERTISING & SERVICE BUREAU, INC. | 101 West 31st St. | New York City | |
| | Sackville House, 40 Piccadilly, W. 1 | London, England | |
| | Edificio Odeon, 7 Praca Floriano | Rio de Janeiro, Brazil | |
| | Galeria Guemes | Buenos Aires, Argentina | |
| FOSTER & DAVIES, INC., *a-e-f-h* | 2116 Keith Bldg. | Cleveland, O. | Maxon R. Davies<br>Harley G. Hill |
| FOWLE & ASSOCIATES, ALONZO, *d* | 524 No. Milwaukee St. | Milwaukee, Wis. | A. M. Candee<br>Burr E. Lee |
| FOX, DON F. E., *d* | 304 Paul Bldg. | Utica, N. Y. | Don F. E. Fox |
| FOX AND MACKENZIE, *e* | 1214 Locust St. | Philadelphia, Pa. | W. A. Fox<br>J. B. Mackenzie<br>M. O. Clayberger |
| FRANK-GUENTHER LAW, INC., ALBERT, *a-e-f* | 70 Pine St. | New York City♦ | Max Jones |
| | 10 Post Office Square | Boston, Mass. | Jacques H. Herts |
| | 1 La Salle St. | Chicago, Ill. | Edward Wisbauer |
| | Packard Building | Philadelphia, Pa. | A. E. Jones |
| | 111 Sutter St. | San Francisco, Cal. | Robert A. Kelly |
| | 65 London Wall | London E. C. England (Albert Frank-Guenther Law Ltd.) | |
| FRANKE, WILKINSON SCHIWETZ, INC., *i* | | Houston, Tex. | |
| FRANKEL-ROSE COMPANY, *d-e* | 43 E. Ohio St. | Chicago, Ill. | Jones B. Frankel<br>Chas. E. Rose |
| FRANKEL ADVERTISING AGENCY, INC., S. W., *a* | 20 East 57th St. | New York City | R. S. Frankel |
| | Bank Blds., 16a St. James St. | London S. W. 1, England | Miss Charlotte Karpf |
| FRANKLIN ADV. CORP., *e* | 246 Fifth Ave. | New York City | |
| FRANKLIN ADV. SERVICE, *d-e-f* | 100 Boylston St. | Boston, Mass. | Melvin B. Summerfield |
| FREDERICK & MITCHELL, INC., *a-e* | 360 N. Michigan Ave. | Chicago, Ill. | A. J. Grobe |
| | 1240 S. Figueroa St. | Los Angeles, Calif. | |
| FREEZE-VOGEL-CRAWFORD, INC., *a-e-f* | 757 N. Broadway | Milwaukee, Wis.♦ | H. M. Landgraf |
| | 304 Architects Bldg. | Green Bay, Wis. | R. C. Breth |
| FREITAG ADVERTISING AGENCY, INC., *a-b-e* | 310 Standard Bldg. | Atlanta, Ga.♦ | |
| | 35 E. Wacker Drive | Chicago, Ill. | |

(*Continued on page* 152)

*Reprinted from Editor & Publisher for February 3, 1934*

# 3%

*A Prominent Agency Man*

*says:* "I consider the Goodwin Plan THE GREATEST POTENTIAL AID TO NEWSPAPER ADVERTISING ever conceived . . .

● because it is the first Plan thus far created, as far as I know, through which the NEWSPAPERS may receive advertising schedules amounting to a guaranteed minimum

*of*

# THREE PER CENT

OF MANUFACTURERS' WHOLESALE SALES FOR

## ADVERTISING SCHEDULES IN NEWSPAPERS

UPON THE SALE OF THOSE MANY NATIONALLY ADVERTISED PRODUCTS WHICH MAY BE LISTED UNDER THE GOODWIN PLAN, WHEN THOSE SALES ARE BROUGHT ABOUT BY THE GOODWIN PLAN FIELD FORCE . . . IN THE TERRITORY OF NEWSPAPERS!"

## THIS IS A CORRECTION FOR LAST ISSUE, 1934 EDITOR & PUBLISHER YEAR BOOK

The above is a correction of error that appeared in Page 151 of Editor and Publisher Year Book, issue of 1934.

The above 3% and "copy" with it *should* have included reference to ALL NEWSPAPERS, both DAILY *and* WEEKLY.

For the GOODWIN PLAN includes, as part and parcel, the provision that manufacturers, who utilize the GOODWIN PLAN FIELD FORCE OF MORE THAN TWO HUNDRED AND TWENTY-FIVE THOUSAND BROADCASTERS, will be called upon to ADVERTISE IN NEWSPAPERS IN THOSE PLACES WHERE SALES ARE MADE THROUGH GOODWIN BROADCASTERS.

That advertising will represent 3% of the wholesale sales of those products . . . . such advertising to be placed through REGULAR bona fide advertising agencies of the different manufacturers.

Because of the error in the Year Book copy (which was no fault of Editor and Publisher) we will appreciate your cooperation in pasting this page on Page 151 of the Year Book, thus correcting the erroneous copy. THE GOODWIN CORPORATION, 75 East Wacker Drive, Chicago, Illinois.

3%

*A Prominent Agency Man*

says: "I consider the Goodwin Plan THE GREATEST POTENTIAL AID TO WEEKLY NEWSPAPER ADVERTISING ever conceived . . .

● because it is the first Plan ever created, as far as I know, through which the WEEKLY NEWSPAPERS may receive advertising schedules amounting to a guaranteed minimum of

THREE PER CENT

OF MANUFACTURERS' WHOLESALE SALES FOR

ADVERTISING SCHEDULES IN NEWSPAPERS

UPON THE SALE OF THOSE MANY NATIONALLY ADVERTISED PRODUCTS WHICH MAY BE LISTED UNDER THE GOODWIN PLAN, WHEN THOSE SALES ARE BROUGHT ABOUT BY THE GOODWIN PLAN FIELD FORCE . . . IN THE TERRITORY OF NEWSPAPERS!"

The Goodwin Plan is availing a long list of worthy manufacturers, a field force of a minimum of 200,000 and a maximum of 250,000 sales stimulators, thoroughly organized and competently directed, in most of the minor as well as the major markets of the United States . . . . For full and authentic information about the Goodwin Plan, please write to The Goodwin Corporation, 75 East Wacker Drive, Chicago, Illinois.

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 150)

| | Address | | Space Buyers |
|---|---|---|---|
| FRENCH, INC., OAKLEIGH R. | 7387 Maple Ave., Maplewood | St. Louis, Mo. | E. H. Swanson<br>Oakleigh R. French |
| FREY COMPANY, CHARLES DANIEL, *a-c-h* | 333 N. Michigan Ave. | Chicago, Ill. | A. H. Black |
| FREYSTADT-JURASCHEK, INC., *d-c-f* | 570 Lexington Ave. | New York City | Francis Jurashek |
| FRIEDMAN, LEON A., *d* | 155 E. 44th St. | New York City | Leon A. Friedman<br>A. H. Harris |
| FRIEND ADVERTISING AGENCY, *a-d-c* | 171 Madison Ave. | New York City | |
| FRIEND WEINER ADV. CO., INC., *a c* | 233 Broadway | New York City♦ | Mitchell E. Friend |
| | 605 E. Tremont Ave. | Bronx, N. Y. | Ernest H. Wiener |
| FRIZZELL ADV. AGENCY, INC., *a-c* | 301 Minneapolis Star Bldg. | Minneapolis, Minn. | F. L. Frizzell |
| FROST CO., INC., HARRY M., *a-c* | 260 Tremont St. | Boston, Mass.♦ | Karl M. Frost |
| | 90 Exchange St. | Lynn, Mass. | |
| FROWERT CO., INC., PERCIVAL K., *a-c* | 250 Park Ave. | New York City | |
| FULLER & SMITH & ROSS, INC., *a-c-f-h* | 49 West 45th St. | New York City | W. J. Staab |
| | 1501 Euclid Ave. | Cleveland, O. | C. M. Seymour |

## G

| | | | |
|---|---|---|---|
| GAINES-JOHNSON, *c* | Milam Bldg. | San Antonio, Texas | |
| GALE & PIETSCH, INC., *a-c* | 333 N. Michigan Ave. | Chicago, Ill. | M. A. Kanealy |
| GALLAGHER, WALTER J., *c* | 109 Prince St. | New York City | |
| GALLARD ADV. AGENCY, *f* | Industrial Bldg. | Newark, N. J. | |
| GAMBLE & COMPANY, LTD., *a-d-c* | 209 So. La Salle St. | Chicago, Ill. | Carl H. Jenkins |
| GARDNER ADVERTISING COMPANY, *a-b-c-f-h* | 1627 Locust St. | St. Louis, Mo.* | E. A. W. Schulenburg |
| | Starks Bldg. | Louisville, Ky. | Warren Schweigel |
| | 330 West 42nd St. | New York City | F. H. Kenkel |
| GARFINKEL, ADVERTISING, SIDNEY, *d* | 623 Underwood Bldg. | San Francisco, Calif. | Sidney Garfinkel |
| GASH COMPANY, INC., ELLIS T. | 840 N. Michigan Blvd. | Chicago, Ill. | Ellis T. Gash<br>Lester H. Ploets |
| GEARE-MARSTON, INC., *a-c-f-h* | 1600 Arch St. | Philadelphia, Pa.♦ | Frank C. Murphy |
| | 420 Lexington Ave. | New York City | John E. Rooney |
| GEER COMPANY, DEAN W., *d-c-f* | 190 Main St. | Oshkosh, Wis. | |
| GELLES ADVERTISING AGENCY, INC., *d-c* | 50 E. Fordham Road | New York City | J. M. Lichtenberg |
| GELWICKS CO., INC., HARRY R., *a-c* | 5 Court Square | Long Island City, N. Y. | Arthur B. Erafeld<br>Louis E. Gelwicks |
| GENERAL INC., ADVERTISING, *c* | 705 Wulsin Bldg. | Indianapolis, Ind. | |
| GEORGE ADVERTISING AGENCY, WALTER W., *d* | 150 Nassau St. | New York City | Walter W. George |
| GERBER & CROSSLEY, INC., *a-c-h* | 1305 S. W. 12th Ave. | Portland, Ore. | H. H. Vinton |
| GERMO, ELEANOR, *d* | 872 South Lucerne | Los Angeles, Cal. | Eleanor Germo |
| GERSON-HAMPTON SERVICE | 121 No. Clark St. | Chicago, Ill. | |
| GERTH & COMPANY, EDWIN P., *d-c* | 235 Montgomery St., Russ Bldg. | San Francisco, Cal. | J. Edger |
| GETCHELL, INC., JIRLING, *a-c* | 405 Lexington Ave. | New York City | I. H. MacKenzie |
| | 7310 Woodward Ave. | Detroit, Mich. | |
| GETTYS, R. E., *c* | Fidelity-Bankers Bldg. | Knoxville, Tenn. | |
| GEYER COMPANY, THE, *a-c* | Third National Bank Bldg. | Dayton, Oho | R. C. Dunkel |
| GEYER-CORNELL COMPANY, INC., *a-c-f-h* | 580 Fifth Ave. | New York City | John J. Flanagan |
| GIBSON COMPANY, GEORGE H., *f* | 100 Gold St. | New York City* | George H. Gibson |
| | 3146 North 17th St. | Philadelphia, Pa. | Luis Gibson |
| GIBSON & CORNER | Baltimore Trust Bldg. | Baltimore, Md. | |
| GILLHAM COMPANY, INC., L. S., *a-c-f* | 223 Continental Bank Bldg. | Salt Lake City, Utah | Alma W. Rogers |
| GLASER, INC., LOUIS, *a-c-f* | 230 Boylston St. | Boston, Mass. | L. T. Steele |
| GLASSER ADVERTISING AGENCY, *d* | 3875 Wilshire Boulevard | Los Angeles, Calif. | J. G. Gibson |
| GLENN ADV., RAY K., *b-d-c* | 1330 First Nat'l Bldg. | Oklahoma City, Okla. | Ray K. Glenn |
| GLEW ADVERTISING, FRANK K., *d* | 318-19 Murray Building | Grand Rapids, Mich. | Frank K. Glew |
| GLOBE ADVERTISING AGENCY, INC. *d-c* | 75 N. Main St. | Norwalk, Conn. | |
| GOEPEL, AGENCY, CHARLES H., JR., *d* | 310 W. Olney Ave. | Philadelphia, Pa. | Chas. H. Goepel, Jr. |
| GOLDSMITH COMPANY, *a-c* | Lefcourt Bldg. | Newark, N. J. | Louis F. Herman |
| GOLDSMITH, AGENCY, MILTON | 225 Varick St. | New York City | Milton Goldsmith |
| GOODWIN & COMPANY, INC., J. HOWARD, *d* | Real Estate Trust Bldg. | Philadelphia, Pa. | |
| GORDON AGENCY, PHIL, *c* | 820 No. Michigan Ave. | Chicago, Ill. | D. Smith<br>C. S. deJong |
| GOTHAM ADVERTISING COMPANY, *a-c-f* | 250 Park Ave. | New York City | William Merke |
| GOTTSCHALDT-HUMPHREY, INC., *a-b-c* | 419 Palmer Bldg. | Atlanta, Ga. | Mrs. Margaret Hay |
| GOULSTON COMPANY, INC., THE, *c* | 35 Court St. | Boston, Mass. | Kenneth S. Bulton<br>Ernest J. Thebey |
| GRACE & HOLLIDAY, *a-c* | 438 New Center Bldg. | Detroit, Mich. | L. C. Grace |
| GRANT & WADSWORTH & CASMIR, INC., *a-c* | Chrysler Bldg. | New York City | |
| GRAY & COMPANY, JEROME B., *a-c* | 12 South Twelfth St. | Philadelphia, Pa. | |
| GRAY, INC., RUSSELL T., *a-c-f* | 205 Wacker Drive | Chicago, Ill. | R. V. Barr |
| GREEN-BRODIE, INC. | 485 Madison Ave. | New York City | Alan Green |
| GREEN ADVERTISING AGENCY, FINLEY H., *a-c* | 360 Delaware Ave. | Buffalo, N. Y. | Finley H. Greene |
| GREEN & COMPANY, HARRY B., *d-c* | 2401 Baltimore Trust Bldg. | Baltimore, Md. | F. B. Speed, Jr.<br>A. M. Engers |
| GREENE & COMPANY, JAMES A., *a-b-c-f* | 10 Pryor St. | Atlanta, Ga. | |
| GREEN, INC., JOSEPH, *d* | 1701 Walnut St. | Philadelphia, Pa. | L. W. Davis |
| GREENLEAF COMPANY, *a-c-h* | 216 Tremont St. | Boston, Mass. | G. R. Dunham |
| GREGORY, THOMAS M., *d* | 36 S. Howard St. | Akron, O. | Thomas M. Gregory |
| GRENELL ADVERTISING AGENCY, *c* | 1214 Griswold St. | Detroit, Mich. | |
| GREVE ADVERTISING AGENCY, INC., *a-c-h* | 240 Hamm Bldg. | St. Paul, Minn. | Bronson West<br>B. Connolly<br>O. A. Lindquist<br>G. F. Hoppe |
| GREY ADVERTISING SERVICE, INC., THE | 128 West 31st St. | New York City | |
| GRIFFITH ADVERTISING AGENCY, INC., *b-c* | 817 Times Building | St. Petersburg, Fla. | T. M. Griffith |
| GRISWOLD COMPANY, *c* | 17 East 49th St. | New York City | |
| GRISWOLD-ESHLEMAN COMPANY, *a-c-f-h* | 2700 Terminal Tower | Cleveland, Ohio | Miss Helen M. Little |
| GROSS ADVERTISING AGENCY, JULIAN, *d* | 173-183 Asylum St. | Hartford, Conn. | Julian Gross |
| GROVES-KEEN INC., *b-c* | 401 Bona Allen Bldg. | Atlanta, Ga. | P. E. Brown |
| GUENTHER-BRADFORD & COMPANY, *a-c* | 15 E. Huron St. | Chicago, Ill.♦ | W. H. O'Brien |
| | 629 South Hill St. | Los Angeles, Calif. | T. B. Smith |
| GUENTHER-COMER ADVERTISING AGENCY, *c* | 715 Felix St. | St. Joseph, Miss. | William H. Guenther<br>Mrs. Leila M. Dillon |
| GUERNSEY ADVERTISING COMPANY | 899 E. Green St. | Pasadena, Cal. | Frank B. Cuernsey |
| GUMBINNER ADVERTISING AGENCY, LAWRENCE C., *a-c-f* | 9 E. 41st St. | New York City | Jack Goldburg |
| GUMMERSON COMPANY, C. K., *d* | 1516 Steuben St. | Pittsburgh, Pa. | W. W. Gummerson |
| GUNDLACH ADV. COMPANY, *a-c* | 400 N. Michigan Ave. | Chicago, Ill. | E. H. Person<br>I. J. Rosenbloom |
| GUNNISON, INC., STANLEY E., *a-c* | 67 W. 44th St. | New York City♦ | Charles R. Rice |
| | 352 Mononadnock Bldg. | San Francisco, Calif. | |
| 'TMAN, INCORPORATED, *d* | 1600 Main St. | Wheeling, W. Va. | D. Milton Gutman<br>George F. Knittle |

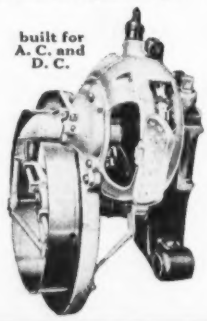
## H

| | Address | | Space Buyers |
|---|---|---|---|
| HAGGARD-HAGUE ADV. AGENCY, *d* | 823 Merchants & Manufacturers Bldg. | Houston, Tex. | |
| HAHN-RODENBURG COMPANY | Kerasotes Bldg. | Springfield, Ill. | C. E. Hahn |
| HAINES ADVERTISING AGENCY, J. B., *a-c* | 1218 Chestnut St. | Philadelphia, Pa. | C. S. Haines,<br>J. B. Haines, 3rd |
| HALL ADVERTISING COMPANY | 302 Commerce Bldg. | Erie, Pa. | R. W. Hall |
| HALL COMPANY, DOUGLAS | 5-6 Bollinger Bldg. | Dayton, Ohio | W. Douglas Hall<br>L. S. Hall<br>R. H. Eggleston |
| HALLOCK, W. W., *d* | 310 East 45th St. | New York City | |
| HALPERN ADVERTISING, *a* | 151 West 40th St. | New York City | |
| HALSELL COMPANY, HAROLD | First Nat'l Bldg. | Oklahoma City, Okla. | C. W. Cramm |
| HAMILTON & BAMFORD ADVERTISING AGENCY & ASSOCIATED ACTIVITIES, INC., *d* | 274 Madison Ave. | New York City | |
| HAMILTON ADV. AGENCY, J. R., *a-c* | 180 N. Michigan Ave. | Chicago, Ill. | A. Ets Hokin |
| HAMILTON, INC., WILLIAM IRVING, *a-c* | 267 Fifth Ave. | New York City | |
| HAMMEL ADVERTISING CORPORATION, *d-c* | 810 West Sixth St. | Los Angeles, Calif. | Stuart L. Klingelsmith<br>Fred Hammel |
| HAMMELL COMPANY, THE | P. O. Box 212 | Santa Barbara, Calif. | Sophy M. Hammell |
| HANFF-METZGER, INC., *a-c-f-h* | 745 Fifth Ave. | New York City* | |
| HANFF-METZGER OF CALIFORNIA, LIMITED, *a-c-h* | 929 So. Broadway | Los Angeles, Calif. | |
| HANFF-METZGER OF ILLINOIS, *a-c-h* | 520 No. Michigan Ave. | Chicago, Ill. | |
| HANFF-METZGER, INC. (SOUTHERN), *a-b-c-f-h-i* | Neils Esperson Bldg. | Houston, Tex. | |
| HARDING-LAKE CO., *b-d-c* | 926 Exchange Bldg. | Memphis, Tenn. | E. I. Harding<br>Jack Bondurant |
| HARGER & DOUBLE, *d* | 317 Standard Stock Exchange Bldg. | Spokane, Wash. | L. J. Harger<br>Lee R. Double |
| HARLAN ADVERTISING, M. E. | 509 Underwood Bldg. | San Francisco, Cal. | Paul M. Harlan |
| HARMAN - McGINNIS, INCORPORATED, *d-c* | 1005 Builders Exchange Bldg. | St. Paul, Minn. | |
| HARRISON-RIPPEY ADVERTISING CO., *a-c* | 1478 Arcade Bldg. | St. Louis, Mo. | Milton Rippey |
| HART-CONWAY COMPANY, INC., *d-c* | 14 Franklin St. | Rochester, N. Y. | |
| HARTMAN COMPANY, INC., L. H., *a-c* | 444 Madison Ave. | New York City | Theodore Rosenwald, Jr. |
| HARVEY-MASSENGALE CO., INC., *a-b-c-h* | 721 Walton Bldg. (Box 1970) | Atlanta, Ga. | F. E. Milam |
| | Southern Fire Bldg. | Durham, N. C. | |
| HARTMAN CO., INC., L. H., *a-c* | 444 Madison Ave. | New York City | |
| | Packard Bldg. | Philadelphia, Pa. | |
| HARWOOD ADVERTISING AGENCY, *d* | 10 S. 18th St. | Philadelphia, Pa. | C. F. Harwood |
| HAUGEN ADVERTISING, OSCAR S., *d* | 2036 S. E. 54th Ave. | Portland, Ore. | Oscar S. Haugen |
| HAWK, FINANCIAL ADVERTISING, C. FRANKLIN, *d* | 33 Public Square | Cleveland, Ohio | C. Franklin Hawk |
| HAWKINS & COMPANY, E. R., *d* | 2314 Penobscot Bldg. | Detroit, Mich. | E. R. Hawkins<br>Ralston Goss |
| HAWLEY ADV. COMPANY, INC., *a-c-f-h* | 95 Madison Ave. | New York City | Miss M. L. Mulligan<br>William H. Meyer |
| HAYEK ADV. AGENCY, HENRY R., *d* | 525 S. W. Pine St. | Portland, Ore. | G. E. Boyersmith |
| HAYNES ADVERTISING CO. | 1805 Harney St. | Omaha, Nebr. | J. Wilbur Haynes<br>F. A. Broadwell, Jr. |
| HAYS ADV. AGENCY, INC., *a-c* | 252 College St. | Burlington, Vt. | W. A. Myers<br>A. E. Hawkins |
| HAZARD ADVERTISING CORPORATION, *a-c-f* | 295 Madison Ave. | New York City | C. H. Hazard |
| HEARN COMPANY, INC., ALFRED S., *f* | 122 East 42nd St. | New York City* | |
| | 88 Broad St. | Boston, Mass. | |
| HEATH-SEEHOF, INC., *a* | 211 Wacker Drive | Chicago, Ill. | |
| HEBREW & POHLIG ADV. AGENCY, *d* | 504 Bulletin Bldg. | Philadelphia, Pa. | R. Pohlig<br>J. R. Hebrew |
| HEILBRONNER CO., A. H. | 212-214 N. Main St. | Butte, Mont. | |
| HEISMAN, G. E., *c* | | Gettysburg, O. | |
| HELLER ADV. SERVICE, *d* | 965 Broad St. | Newark, N. J. | Arthur G. Heller |
| HELLWIG CO., E. W., *a-c* | 9 E. 40th St. | New York City | G. V. Carhart |
| HENNESSY CO., D. A. C., *c* | Architects & Builders Bldg. | Indianapolis, Ind. | |
| HENRI, HURST & McDONALD, INC., *a-c-h* | 520 No. Michigan Ave. | Chicago, Ill. | N. H. Pumpian |
| HERMAN & SANDERS | 21 West 45th St. | New York City | Mollie C. Herman |
| HETHERINGTON-WATSON COMPANY, *d* | 2220 Lewis Tower Bldg. | Philadelphia, Pa. | Miss E. M. Byrne |
| HICKS ADVERTISING AGENCY, *a-c* | 52 Vanderbilt Ave. | New York City | Fred G. Russel<br>Francis Marquis |
| HILL COMPANY, INC., ALBERT P., *a-c-h* | 233 Oliver Ave. | Pittsburgh, Pa. | Herbert Gesregan |
| HILL COMPANY, W. S., *a-c-f* | 323 Fourth Ave. | Pittsburgh, Pa. | George B. Kerr |
| HINRICHSEN ADVERTISING AGENCY, FRED A., *d-f* | Davenport Bank Tower | Davenport, Iowa | Fred A. Hinrichsen<br>C. T. Hanson<br>W. J. Henderson |
| HIRSCH, ADV. AGENCY, *c* | 425 Fourth Ave. | New York City | |
| HIRSHON-GARFIELD, INC., *a* | 10 East 40th St. | New York City | M. C. Dowling |
| | 3 Rue Godot de Mauroy | Paris, France | |
| HOBART COMPANY, THE PAUL G., *d-c* | 27 Bowers Bldg. | Mansfield, Ohio | Paul G. Hobart<br>C. E. Wilmoth |

(*Continued on page* 154)


# CUSHMAN

***Motors in this country and abroad are daily living up to four points of superiority.***




***Economical operation—they use less current—no breakdowns.***

***Delivers the maximum of power—more than sufficient for peak loads.***

***Flexibility—constant speed under all conditions.***

***The Off-Set principle—exclusive with Cushman—pinions readily accessible for replacement.***

***Many publishers started with a trial motor. Can we send you one, too?***

**CUSHMAN ELECTRIC COMPANY**
**CONCORD, N. H.**

**Toronto Foundry Co., Toronto, Can. ∴ Canadian Distributors**


**(For Explanation of Key Letters See Page 144)**

# NEWS IS MERCHANDISE

## Sought and Bought by an Eager Public

NEWS, fiction, advertising, amusements, education, colored comics, and all other contents of our publications constitute *merchandise* in demand by the public. Every day in every way the news trade flourishes. Children and grown-ups part with their pennies, hungry for the latest activities of their favorite subjects. The daily human drama supplies plenty of meat. Every news phase, from the scandals to Mickey Mouse, has its own faithful audience.

This merchandise termed *news* is manufactured at great cost. A tremendous organization digs up the doings of the world, selects that which qualifies in importance, and serves it up to us like hot cakes. No other product is made of ingredients so fresh; no other fabric is woven at such break-neck speed.

A supreme factor in this process is *ink*. Ink makes news, illustrations, editorial thought, advertising, colored comics, substantially visible. There may be only one metal mold of the Three Little Pigs, but from that mold myriads of ink copies are cast, and the universe of kids gets a laugh. One pattern plate and a can of ink can thrill a community. The pages of history are but pages of ink. The use of better color will make the present much brighter.

In the newspaper institutions of America **ipi** excellence of quality is a valuable contribution to progress. Whether the task be black only or color, **ipi** solves it successfully. As an ink supply source, let us become a part of your organized effort. Give our representatives an opportunity to work with you.

**ipi**

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75 VARICK STREET NEW YORK CITY

Branches in the following cities: Atlanta, Baltimore, Battle Creek, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Houston, Indianapolis, Kalamazoo, Kansas City, Los Angeles, Milwaukee, Minneapolis, Nashville, New Orleans, New York City, Philadelphia, Richmond, Rochester, St. Louis, St. Paul, San Francisco

The Use of Better Color Will Make the Present Much Brighter

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 152)

| | Address | | Space Buyers |
|---|---|---|---|
| HOFFMAN & YORK | 2005 Mariner Tower | Milwaukee, Wis | Wilford York |
| HOLDEN ADVERTISING AGENCY, JOHN T., *d* | 1808 Del Paso Blvd. | North Sacramento, Cal. | |
| HOLDEN, McKINNEY & CLARK, Inc., *d-e-f* | 2457 Woodward Ave | Detroit, Mich | Dick C. Flint |
| HOMMANN, TARCHER & SHELDON, INC., *a-e-f* | 500 Fifth Ave | New York City | Wm. E. Larcombe<br>W. W. Kirchert |
| HOSMER AGENCY, GEORGE H., *d* | 52 Chauncey St | Boston, Mass | George H. Hosmer |
| HOUCK COMPANY, *b-f* | Shenandoah Life Ins. Bldg. | High Point, N. C | C. B. Houck |
| HOULIHON INC. OF MICHIGAN, JAMES | 564 Market St<br>Bendix Bldg<br>663 Skinner Bldg | San Francisco, Cal.*<br>Los Angeles, Cal<br>Seattle, Wash | L. J. Mahoney |
| HOUSTON ADVERTISING SERVICE CO. | 3312 Sunset Blvd | Los Angeles, Cal | A. J. Houston |
| HOWARD CO., INC., E. T., *a-e* | 40 East 49th St | New York City | |
| HOWER ADVERTISING AGENCY CO., *a-e* | 476 University Blvd | Denver, Colo | C. M. Hower |
| HOWLAND, INC., HENRY S., *a-e* | 1270 Sixth Ave | New York City | R. H. Howland<br>H. E. Wade |
| HOYT COMPANY, INC., CHARLES W., *a-e-h* | 11 East 36th St<br>650 Main St<br>80 Broad St | New York City*<br>Hartford, Conn<br>Boston, Mass | C. B. Donovan |
| HOYT, MARTIN & MASSEY, *b-h* | Southern Fire Insurance Bldg. | Durham, N. C. | |
| HUBBARD ADVERTISING AGENCY, *d-i* | 522 Capps Bldg | Ft. Worth, Tex | A. E. Hubbard |
| HUBBELL ADVERTISING AGENCY, INC., *e* | 1227 Prospect Bldg | Cleveland, Ohio | R. F. Moore<br>I. M. Adams<br>J. E. Mason |
| HUDSON ADVERTISING COMPANY | 75 West St | New York City | |
| HUGHES, WOLFF & COMPANY, INC., *a-e-f* | 500 Taylor Bldg | Rochester, N. Y | John P. McCarthy |
| HULL & COMPANY, INC., W. H. H., *a-e-h* | 51 Madison Ave | New York City | |
| HUMBERT & JONES, *d-e-f* | 228 E. 45th St | New York City | P. V. W. Cortelyou |
| HUMPHREY COMPANY, H. B., *a-e-h* | 581 Boylston St | Boston, Mass | G. L. Leonard |
| HUMPHREY, PRENTKE & SCHEEL, INC., *d-e* | 948 Engineers Bldg | Cleveland, Ohio | Herbert E. Prentke<br>Carl W. Scheel |
| HUNGERFORD, ARTHUR E., *d* | 809 N. Charles St | Baltimore, Md | |
| HUNT COMPANY, ATLEE F., *a-e* | 339 Fifteenth St | Oakland, Cal | K. J. Beaver<br>Bruce A. Wilson |
| HUNT COMPANY, C. B. | 140 West St | New York City | C. B. Hunt<br>Miss Wormworth |
| HUNT ADVERTISING AGENCY, JOHN F | 28 S. Main St | Mechanicsburg, Ohio | John F. Hunt |
| HURJA-JOHNSON-HUWEN, INC., *a-f* | Garland Bldg | Chicago, Ill | H. M. Bonner |
| HUSBAND & THOMAS COMPANY, INC., *a-e* | 122 East 42nd St. | New York City | |
| HUTCHINSON ADVERTISING CO *a-e* | 1000 Hodgson Bldg | Minneapolis, Minn | R. T. Klagstad |
| HUTCHINS ADVERTISING CO., INC., *a-e-f* | Cutler Bldg | Rochester, N. Y | F. I. Hutchins |
| HUTCHINS, JOHN B | P. O. Box 1571 | Atlanta Ga | John B. Hutchins |

### I

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|---|---|---|---|
| INGALLS, ADVERTISING, *-e-f* | 137 Newbury St | Boston, Mass | C. A. Dana Redmond<br>S. M. Fisher |
| INGOLDSBY COMPANY, WM. A., *a* | 130 S. Broadway | Los Angeles, Cal | |
| INTERNATIONAL ADVERTISING AGENCY CO | P. O. Box 50 | Berlin, N. J | |
| INTER-RACIAL PRESS OF AMERICA, INC., THE | 405 Lexington Ave | New York City | Nathan H. Seidman |
| IOLA COMPANY, INC., THE B. D., *d* | 551 Fifth Ave | New York City | Irving Berk<br>John Schuman |
| IRONMONGER ADVERTISING AGENCY, C., *a-e-h* | 23 E. 26th St | New York City | C. Ironmonger |
| ISHERWOOD-DYER, INC., ADVERTISING, *d* | S. 204 Howard St | Spokane, Wash | C. A. Isherwood<br>A. E. Dyer |
| IZZARD COMPANY, THE, *a-e-h* | 418 Pike St<br>American Bank Bldg<br>1031 South Broadway<br>337 17th St | Seattle, Wash.*<br>Portland, Ore<br>Los Angeles, Cal<br>Oakland, Cal | G. M. Nyman |

### J

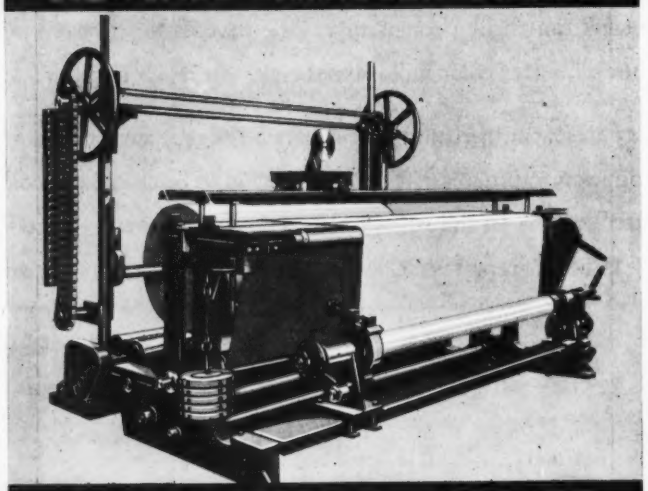
| | | | |
|---|---|---|---|
| JACOBS & COMPANY (GENERAL ADV. AGCY. DIVISION), *b-d* | E. Carolina Ave | Clinton, S. C | |
| JACOBS AGENCY, INC., DILLARD, *a-b-e* | 1722 Candler Bldg | Atlanta, Ga | R. S. Peacock |
| JAPHA ADVERTISING AGENCY, INC | 360 Delaware Ave | Buffalo, N. Y | |
| JENKINS ADVERTISING, WILLIAM, *a-f* | 220 S. 16th St | Philadelphia, Pa | Jules A. Scalella |
| JEWISH ADVERTISING AND PUBLICITY, INC, *d* | 270 Broadway | New York City | |
| JOHNSON-DALLIS COMPANY, *b-e-h* | 316 Glenn Bldg | Atlanta, Ga | |
| JOHNSON, READ & COMPANY, *a-e-f-h* | 222 West Adams St | Chicago, Ill | Marshall W. Hill<br>Arthur T. Lewis |
| JOHNSTON ADVERTISING COMPANY, *a-b-e-i* | 1901 McKinney Ave | Dallas, Tex | O. S. Bruck |
| JOHNSTON ADVERTISING AGENCY, *e* | 625 Market St | San Francisco, Cal | |
| JOHNSTONE ADVERTISING & SALES SERVICE | 26 Forbes St<br>145-175 Fremont St<br>2501-02 Empire State Bldg. | Rochester, N. Y.*<br>San Francisco, Cal<br>New York City | F. W. Clements |
| JONES COMPANY, DANA, *d* | 1206 Maple Ave | Los Angeles, Cal | Margaret Zoll |
| JONES & BRAKELEY, INC., *d-e* | 150 Nassau St | New York City | Miss Gladys Fitzsimmons |
| JONES, FRANK H. | 10 High St | Boston, Mass | Frank H. Jones |
| JONES-MORTON, INC | 1360 Franklin St | Johnstown, Pa | Morris Rodgers |
| JONES COMPANY, RALPH H., *a-e-h* | 431 Main St<br>18 E. 48th St<br>809 Judd Bldg | Cincinnati, Ohio*<br>New York City<br>Hartford, Conn | |
| JONES ADV. AGENCY, INC., WYLIE B., *a-e* | Capitol Theatre Bldg<br>381 Fourth Ave<br>William St | Binghamton, N. Y<br>New York City<br>Sydney, Australia | B. W. Heimer |
| JOSEPH ADVERTISING AGENCY, HARRY S., *d* | 510 Kahn Bldg | Indianapolis, Ind | Harry S. Joseph |
| JOSEPH ADV. AGENCY, JESSE M., *a-e* | 1801-7 Reading Rd | Cincinnati, Ohio | J. M. Joseph |

### K

| | | | |
|---|---|---|---|
| KALDER, CHAS. W., *d* | 514 S. Division St | Grand Rapids, Mich | Chas. W. Calder<br>A. J. M. Abel |
| KAMPF ADVERTISING AGENCY, H. *d* | 614 N. Wayne St | Piqua, Ohio | H. Kampf |
| KAPLAN, MAURICE SERLE, *d* | 959 National Bank Bldg. | Detroit, Mich | Maurice Serle Kaplan |
| KASTOR & SONS ADV. COMPANY, H. W., *a-e* | 360 N. Michigan Ave<br>30 Rockefeller Plaza<br>Arcade Bldg | Chicago, Ill<br>New York City<br>St. Louis, Mo | |
| KATZ COMPANY, JOSEPH, *a-e-f-h* | 16 E. Mt. Vernon Place<br>247 Park Ave | Baltimore, Md.*<br>New York City | J. P. Daniel—Baltimore<br>A. H. Cobb—New York |
| KAUFMAN, HENRY J., *e* | Homer Bldg | Washington, D. C | Stephen Smith<br>J. A. Abel |
| KAY DIRECTED ADV. INC | Russ Bldg | San Francisco, Cal | D. M. Hill |
| KAY CO., INC., TYLER, *d* | 602-614 Sidway Bldg., 775 Main St | Buffalo, N. Y | H. Tyler Kay |
| KAY, INC., J. ROLAND | 100 East Ohio St<br>132 Salisbury Sq., Fleet St., London, E. C. 4 | Chicago, Ill<br>London, England | |
| KAY COMPANY, INC., TYLER, *d* | 602 Sidway Bldg | Buffalo, N. Y | H. Tyler Kay |
| KEANE, N. W., *a* | 95 Nassau St | New York City | |
| KEECH & BECK ADV. AGENCY, *e* | 551 Fifth Ave | New York City | |
| KEELOR & STITES COMPANY, *d-e-f* | 18 West 7th St | Cincinnati, Ohio | L. S. Stites<br>P. R. Hume |
| KEESHEN ADVERTISING COMPANY, *d* | 603 Oklahoma Savings Bldg | Oklahoma City, Okla | James Keeshen |
| KEILSON COMPANY, M., *d* | 205 East 42nd St | New York City | M. Keilson<br>Joshua S. Epstein<br>Joseph Mackler |
| KEIM ADVERTISING AGENCY, *d* | 1517 Third Ave | New York City | George H. Hill |
| KELLER-CRESCENT CO | 24 Riverside Ave | Evansville, Ind | A. L. Lauer<br>Jack Hewson |
| KELLY, NASON & ROOSEVELT, INC. *a-e* | 30 Rockefeller Plaza | New York City | Joseph Burland |
| KELSEY ADVERTISING, INCORPORATED, *d* | 6 East 45th St | New York City | G. L. Lundquist |
| KELSEY COMPANY, FENTON | 716 Peoples Gas Bldg | Chicago, Ill | |
| KELSO NORMAN ORGANIZATION, *d* | Russ Bldg | San Francisco, Cal | Louis L. Levy |
| KENYON & ECKHARDT, INC., *a-e-f-h* | 247 Park Ave | New York City | Joseph A. Vessey |
| KERN ADVERTISING AGENCY, C. F., *a-e* | 1400 South Penn Square | Philadelphia, Pa | R. A. Soper |
| KERR, McCARTHY & ROBERTS, INC., *a-e* | 10 East 40th St | New York City | |
| KETCHUM, MACLEOD & GROVE INC., *a-e-f-h* | 2020 Koppers Bldg | Pittsburgh, Pa | C. D. Benner |
| KEY ADVERTISING CO., *d-e-f* | Southern Ohio Bank Bldg. | Cincinnati, Ohio | David Rosenblum |
| KIERNAN & COMPANY, FRANK, *a-e* | 41 Maiden Lane | New York City | Chester Radven |
| KIESEWETTER ADV. AGENCY, INC., H. M., *a* | 185 Madison Ave | New York City | L. G. Wallace |
| KIMBALL, HUBBARD & POWEL, INC., *d-e-f-h* | 400 Madison Ave | New York City | Francis G. Hubbard |
| KING, ROBERT PORTER | Wood County Bank Bldg. | Parkersburg, W. Va | Robert Porter King |
| KING, INC., A. ROWDEN, *d* | 14 Prospect Place | E. Orange, N. J | A. Rowden King |
| KINGDON ADV. AGENCY, SAMUEL J., *d* | 393 Seventh Ave | New York City | |
| KIRKGASSER & COMPANY, GEORGE J., *d-e* | 400 N. Michgan Ave | Chicago, Ill | G. A. Kramer<br>J. A. Drake<br>L. A. Drew<br>H. P. Falvey |
| KIRKPATRICK ADVERTISING SERVICE, W. S., *a-e* | Arnecan Bank Bldg<br>418 Pike St<br>Crocker Bldg<br>Petroleum Securities Bldg. | Portland, Ore.*<br>Seattle, Wash<br>San Francisco, Cal<br>Los Angeles, Cal | |
| KIRTLAND-ENGEL COMPANY, *a-e* | 646 N. Michigan Ave | Chicago, Ill | |
| KLAU-VAN PIETERSOM-DUNLAP ASSOCIATES, INC., *a-e* | 744 N. Fourth St | Milwaukee, Wis | A. Van Pietersom<br>L. I. Archer |

(*Continued on page* 156)


KILLS CORE WASTE
RECLAIMS BUTT ROLLS
REWINDS DAMAGED ROLLS

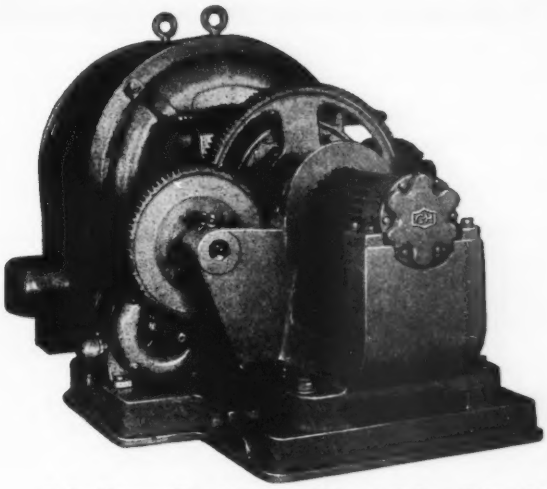


CAMACHINE SPLICER
AND ROLL WINDER
*For* NEWSPAPER *and*
MAGAZINE PRESSROOMS
CAMERON MACHINE COMPANY
61 Poplar St. Brooklyn N.Y.

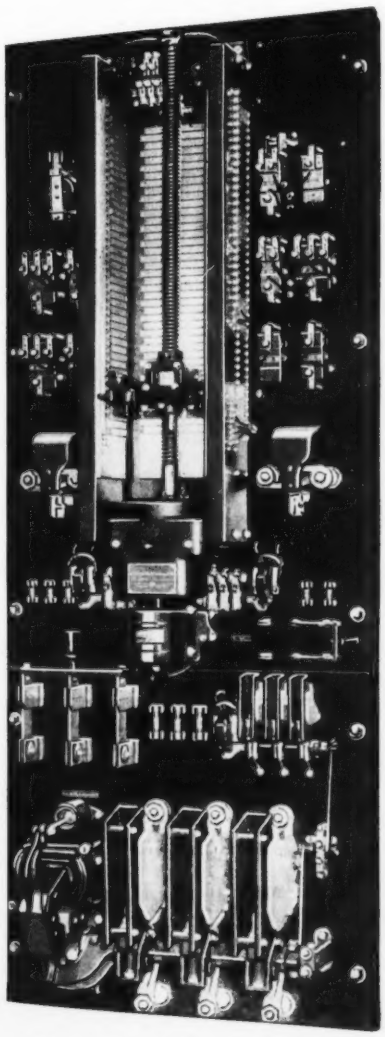

(For Explanation of Key Letters See Page 144)

# The Specialist Leads Again

To those familiar with the number of newspaper and magazine press drive and control installations made during the careful-buying years of 1932 and 1933, nothing can possibly carry greater significance than the roll call of Cutler-Hammer installations made in that period.



*Cutler-Hammer Two Motor, 200 HP.—A. C. Press Drive with anti-friction bearings. Drive is illustrated with housing removed to show slow motion gear train and over-traveling clutch. Both of these as well as the main shaft of this drive can be completely removed without removing either the motors or the pedestal from the base plate. Such advanced design is the fruit of specialized experience.*



*This 200 HP. — A. C. Control Panel is the latest Cutler-Hammer development for high speed press control. It provides 80 printing speeds to permit accurate selection of most efficient speed for each run. It is highly specialized in design and ruggedly constructed for dependable operation, yet stands only three feet wide . . . a most desirable feature in most installations.*

## CUTLER-HAMMER PRESS DRIVES AND CONTROL

### *Installed During 1932-1933*

| | | |
|---|---|---|
| Alco Gravure | New York, N. Y. | 2—100 HP. D. C. |
| Austin Dispatch | Austin, Texas | 1— 60 HP. A. C. |
| Brooklyn Citizen | Brooklyn, N. Y. | 1— 40 HP. A. C. |
| | | 1— 50 HP. A. C. |
| Calgary Herald | Calgary, Canada | 2—150 HP. A. C. |
| Chicago Daily News | Chicago, Ill. | 1—200 HP. D. C. |
| Cincinnati Post | Cincinnati, Ohio | *6—200 HP. A. C. |
| Christian Science Monitor | Boston, Mass. | 4—100 HP. A. C. |
| Christian Science Publ. Co. | Boston, Mass. | 2— 30 HP. A. C. |
| Cuneo Press | Philadelphia, Pa. | 2— 35 HP. D. C. |
| Hastings Tribune | Hastings, Nebr. | 1— 40 HP. A. C. |
| Indiana Gazette | Indiana, Pa. | 1— 40 HP. A. C. |
| Jacksonville Journal | Jacksonville, Fla. | *1—100 HP. A. C. |
| Long Island Daily Press | Long Island, N. Y. | 1— 60 HP. A. C. |
| | | 1—100 HP. A. C. |
| Los Angeles Illustrated News | Los Angeles, Calif. | 1—125 HP. A. C. |
| McGraw-Hill Publ. Co. | New York, N. Y. | 1— 25 HP. A. C. |
| McKeesport News | McKeesport, Pa. | 1—125 HP. A. C. |
| National Publ. Co. | Chicago, Ill. | 1— 75 HP. A. C. |
| New York Law Journal | New York, N. Y. | 1— 60 HP. A. C. |
| Passaic Daily News | Passaic, N. J. | 1— 75 HP. A. C. |
| Philadelphia Tribune | Philadelphia, Pa. | 1— 35 HP. A. C. |
| Providence Journal | Providence, R. I. | *8—100 HP. D. C. |
| Riverside Printing Co. | Milwaukee, Wis. | 1— 40 HP. A. C. |
| St. Paul Dispatch | St. Paul, Minn. | 2—200 HP. D. C. |
| Toronto Telegram | Toronto, Ont., Canada | 1—200 HP. A. C. |
| Washington Star | Washington, D. C. | 4—200 HP. D. C. |
| Williamsport Times | Williamsport, Pa. | 1— 25 HP. A. C. |
| Wilmington News Journal | Wilmington, Del. | *1—100 HP. A. C. |
| Yung Pao | Tientsen, China | 1— 50 HP. A. C. |

**Not Completed*

Such marked preference for Cutler-Hammer equipment must suggest *your* consideration of the advanced features which Cutler-Hammer *specialized* experience alone can provide. CUTLER-HAMMER, Inc., *Pioneer Manufacturers of Electric Control Apparatus,* 1223 St. Paul Avenue, Milwaukee, Wisconsin.

# CUTLER HAMMER

*Newspaper Press Drives and Control*

(B-213)

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 154)

| | Address | | Space Buyers |
|---|---|---|---|
| KLEIN, INC., ADVERTISING AGENCY, PHILIP, *a* | 1420 Walnut St | Philadelphia, Pa | Philip Klein<br>James Greenfield<br>La Verne L. Smith |
| KLINE ADV. AGENCY | Kline Bldg<br>3542 Cedarbrook Rd., University Heights | Kent, Ohio*<br>Cevleland,Oho | Fred Luther Kline, Kent<br>Madison S. Kline Cleveland |
| KNAPP COMAPNY, *d* | 2319 Nostrand Ave | Brooklyn, N. Y | Dolly Diamond<br>Helen Stanley |
| KOBBE, INC., PHILIP | 19 West 44th St | New York City | |
| KOENIG COMPANY | 608 S. Dearborn St | Chicago, Ill | |
| KOHL ADVERTISING AGENCY, *d* | 300 Fidelity Bldg | Tacoma, Wash | |
| KOLLOCK, EDWARD D., *a* | 140 Federal St | Boston, Mass | Edward D. Kollock |
| KORN AGENCY, LOUIS ROBERT, *d* | Chapman Bldg | Portland, Maine | |
| KRAGG ADVERTISING AGENCY, *a-e-f* | 831 Second Ave. So | Minneapolis, Minn | Norm E. Kraff<br>Melvin E. Johnson<br>J. J. Millard<br>Jose Esfinola |
| KREICKER & McLOAN, INC., *f* | 606 So. Dearborn St | Chicago, Ill | |
| KREMER INC., MERRILL, *b-d-e* | 1711 Exchange Bldg | Memphis, Tenn | Merrill Kremer<br>Franis Howard, Jr |
| KRICHBAUM-LIGGETT COMPANY, *d-e-f* | 750 Leader Bldg | Cleveland, Ohio | Norman Krichbaum |
| KRIEBEL, CURTIS F., *d* | Main & Vine Sts | Hatfield, Pa | Curtis F. Kriebel |
| KUHN, RANDOLPH T., *e* | 404 Fitzpatrick Bldg | Portland, Ore | |
| KUPSICK ADVERTISING AGENCY, J. R., *d* | 122 East 42nd St<br>..... | New York City<br>Atlantic City, N. J | E. M. Fordsman |
| KUTCHER & ASSOCIATES ADVERTISING AGENCY, *d* | 1406 Spruce St | Philadelphia, Pa | Edwin M. Giles<br>Lillian Schrader |

### L

| | Address | | Space Buyers |
|---|---|---|---|
| LAFFERTY ADVERTISING SERVICE | Murray Bldg | Grand Rapids, Mich | J. W. Lafferty |
| LAKE-SPIRO-COHN, INC., *a-b-e* | Sterick Tower | Memphis, Tenn | Bernard L. Cohn |
| LAMB COMPANY, JAMES G., *a-d-e* | 2217 Land Title Bldg | Philadelphia, Pa | L. A. Fehling |
| LAMBERT & FEASLEY, INC., *a-e* | 400 Madison Ave | New York City | |
| LAMPORT, FOX & CO., INC., *a-e-f* | J. M. S. Bldg | South Bend, Ind | C. F. Prell<br>H. W. Fox<br>I. S. Dock<br>W. K. Lamport |
| LANDAU, INC., A. B., *d* | 270 Broadway | New York City | Paul Berkowitz |
| LANDRY ADVERTISING AGENCY, INC., *d* | 339 Carondelet | New Orleans, La | |
| LANDSHEET ADVERTISING AGENCY, *a-e* | 810 Liberty Bank Bldg | Buffalo, N. Y | A. William Landsheft<br>C. Gilbert<br>John C. Bonning |
| LANFORD AGENCY, H. G | Drawer 14 | St. Augustine, Fla | |
| LANG, FISHER and KIRK, INC | 604 Empire Bldg | Cleveland, Ohio | H. Jack Lang<br>Alvin B. Fisher |
| LANNIN, THOMAS F | 2326 S. Michigan Ave | Chcago, Ill | C. G. Lannin |
| LANPHER & SCHONFARBER, INC., *a-d-f* | 58 Weybosset St | Providence, R. I | Lawrence Lanpher |
| LA PORTE & AUSTIN, INC, *a-e* | McGraw-Hill Bldg | New York City | |
| LARCHAR-HORTON COMPANY, *a-e-f* | 2300 Industrial Trust Bldg. | Providence, R. I | Raymond C. R. Noren |
| LASKY COMPANY INC., *d* | 220 Elizabeth Ave | Newark, N. J | A. W. Lewin |
| LATZ, INC., HARRY, *e* | 597 Fifth Ave | New York City | Lewis Kleid |
| LAVIN & COMPANY, INC., *a-e-h* | Statler Bldg | Boston, Mass | Robert C. Foster |
| LEAHY, W. VINCENT, *d* | Monadnock Bldg | San Francisco, Calif | Geo. Minot |
| LEE, ADVERTISING, *e* | 1763 Penobscot Bldg | Detroit, Mich | |
| LEE, JR., INC., J. WIDEMAN, *a* | 122 East 42nd St | New York City | |
| LEES ADVERTISING, GEORGE E., *d* | 1823 East 23rd St | Cleveland, Ohio | George E. Lees |
| LEFTON CO., AL PAUL, *a-e* | 219 S. Broad St<br>521 Fifth Ave | Philadelphia, Pa<br>New York City | |
| LeGRAND ADVERTISING AGENCY, R. L., *d-e* | 34 West 33rd St | New York City | |
| LEHMAN, ADVERTISING, HART., *d-f* | 1 West 34th St | New York City | |
| LEE ADVERTISING AGENCY, WILSON H., *e-f* | 301 John St<br>197 Asylum St<br>246 Meadow St | Bridgeport, Conn<br>Hartford, Conn<br>New Haven, Conn | J. H. Adams<br>D. Milne |
| LEIMBACH ADVERTISING SERVICE, G | 264 S. Connecticut Ave | Atlantic City, N. J | G. Leimbach |
| LENNEN & MITCHELL, INC., *a-e* | 17 East 45th St | New York City | Catherine V. Parker<br>Arthur H. Ude |
| LEON ADV. AGENCY, AUDLEY K., *e* | 45 West 34th St | New York City | |
| LEON & HELD, INC., *d* | 1775 Broadway | New York City | |
| LeROY ADVERTISING AGENCY | 708 Trumbull Ave | Detroit, Mich | |
| LeROY, E. D., *d* | 7th Fl., Irvng Zuelke Bldg. | Appleton, Wis | E. D. Le Roy<br>R. G. Armstrong |
| LESAN ADVERTISING AGENCY, INC., H. E., *a-e-f-h* | 420 Lexington Ave | New York City | William Gallow |
| LESCARBOURA & STAFF, AUSTIN C. | The Wordshop | Croton-on-Hudson, N. Y | Philip M. Gotthold |
| LESSERAUX & CO., INC., H | Hearst Tower Bldg<br>998 North 6th St | Baltimore, Md<br>Philadelphia, Pa | |
| LESSING ADVERTISING CO., INC., *d-e* | 225 Fifth St | Des Moines, Iowa | R. J. Flynn<br>D. L. Dungan |
| Le VENE ADVERTISING AGENCY, *d* | 115 O'Farrell St | San Francisco, Calif | Nate Le Vene<br>Harry Dumont |
| LEVY-MEYERSON AGENCY | 506 So. Wabash Ave | Chicago, Ill | Irvin P. Myerson<br>G. Ross |
| LEWIS & ASSOCIATES, ADDISON, *a-e* | Foshay Tower | Minneapolis, Minn | Jane McKenn<br>Edw. Grubb<br>Harvey Kruse<br>G. S. Beskin |
| LEWIS AGENCY, INC., *a* | Evening Star Bldg | Washington, D. C | |
| LEWIS & MAGEE, INC., *d* | 172 Chestnut St | Springfield, Mass | John Magee, Jr. |
| LIAS ADVERTISING SERVICE | 109 East 9th St | Erie, Pa | E. M. Lias |
| LEWIS-WAETJEN AGENCY, INC | 18 East 41st St<br>American Hotel | New York City*<br>St. Louis, Mo | |
| LIGGETT, INC., CARR | 1006 Leader Bldg | Cleveland, Ohio | Carr Liggett |
| LINCOLN ASSOCIATES, INC., *d* | 732 Sherman St | Chicago, Ill | |
| LINDER ADV. AGENCY, EMANUEL, *a-e* | 1457 Broadway | New York City | Emanuel Linder |
| LINDER, HENRY, *e* | 1457 Broadway | New York City | |
| LIVERMORE & KNIGHT COMPANY, *a-e-f* | 42 Pine St<br>404 Park Square Bldg | Providence, R. I.*<br>Boston, Mass | Wm. B. Gowdy, Jr. |
| LIVINGSTON ADVERTISING AGENCY, LEON, *a-e-h* | Mills Bldg<br>3636 Beverly Blvd | San Francisco, Cal.*<br>Los Angeles, Cal | Emerson Foote |
| LLEWELLYN, ROSS | 176 West Adams St | Chicago, Ill | Frank K. Kauffman |
| LLOYD & HILL, INC | 5030 Easton Ave | St. Louis, Mo | V. Woodring |
| LOCKWOOD-SHACKELFORD CO., *a-e* | 122 E. 7th St | Los Angeles, Cal | |
| LOEB, INC., LESTER A., *d* | 1457 Broadway | New York City | Lester A. Loeb |
| LOEB ADV. AGENCY, MABEL, *d* | Norris Bldg | Atlanta, Ga | Virginia Pairo |
| LOEWY ADVERTISING AGENCY, *a-e* | 5 Beekman St | New York City | |
| LOGAN & STEBBINS ADVERTISING AGENCY, *d-e-f* | 1031 S. Broadway | Los Angeles, Cal | Arthur W. Gudelman |
| LONG ADVERTISING SERVICE, *a-e* | Realty Bldg | San Jose, Cal | Alvin Long |
| LONG CO., INC., W. E., *a* | 155 N. Clark St | Chicago, Ill | |
| LOOMIS-CLAPHAM-WHALEN CO., *a-e-f-h* | 21 W. 10th St | Kansas City, Mo | W. H. Loomis, Jr. President<br>F. E. Whalen, Vice-President & Treas.<br>J. R. Reese, Secretary<br>Paul W. Limerick<br>Townsley N. Roby |
| LOOMIS & HALL, INC., *a-b* | Congress Bldg | Miami, Fla | C. Stuart Hall, Jr.<br>Edgar Hay<br>Ray Lipe<br>Horace E. Loomis |
| LOVEKIN CORP., R. E., *f* | 1505 Race St | Philadelphia, Pa | R. E. Lovekin<br>W. H. Lovekin |
| LORD & THOMAS, *a-e-f-h* | 919 N. Michigan Ave<br>247 Park Ave<br>1151 South Broadway<br>235 Montgomery St<br>67 Yonge St<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>.....<br>..... | Chicago, Ill.*<br>New York City<br>Los Angeles, Cal<br>San Francisco, Cal<br>Toronto 2, Ont. Canada<br>London, England<br>Paris, France<br>Brussels, Belgium<br>Amsterdam, Holland<br>Coppenhagen, Denmark<br>Milan, Italy<br>Berlin, Germany<br>Stockholm, Sweden | Frank A. Cuddihy, Director of Markets & Media<br>J. O. Bauer, New York |
| LOW COMPANY, INC., F. J., *d-e-f* | 15 W. 44th St | New York City | B. W. Dygert |
| LOWELL COMPANY, MORTIMER, *a* | 369 Lexington Ave<br>2000 Lincoln Park West | New York City<br>Chicago, Ill | Miss Florence Mertle |
| LUCAS ADVERTISING AGENCY, F. M | 219 Wainwright Bldg | St. Louis, Mo | |
| LUCK, ADVERTISING, O. H., *d* | 2083 N. E. Aameda Dr | Portland, Ore | O. H. Luck |
| LUDGIN, INC., EARLE, *a-e-f* | 180 N. Michigan Ave | Chicago, Ill | Earle Ludgin<br>Vincent R. Bliss<br>Leroy T. Gable |
| LUSSIER, INC., L. CHARLES, *d* | 940 Michigan Thea. Bldg. | Detroit, Mich | L. Charles Lussier |
| LYON AGENCY, *d-e* | Rialto Bldg<br>112 West 9th St | San Francisco, Cal.*<br>Los Angeles, Cal | Dwight E. Lyon |
| LYTLE COMPANY, J. HORACE, *a-e-f* | 333 W. First St<br>150 East Broad St | Dayton, Ohio*<br>Columbus, Ohio | R. M. Collett<br>J. E. Romig |
| LYONS ADVERTISING SERVICE, *d* | So. Washington St | North Attleboro, Mass | Walter F. Lyons |

### Mc

| | Address | | Space Buyers |
|---|---|---|---|
| McADAM ADVERTISING, INC., *e* | 401 Hawley Bldg | Wheeling, W. Va | Will McAdam |
| McADAMS, WILLIAM DOUGLAS, *a-e* | 25 W. 43rd St | New York City | |
| McCANDLISS COMPANY, ROYCE | Sixth St. Term. Bldg | Portland, Ore | |
| McCANN-ERICKSON, INC., *a-c-f-h* | 285 Madison Ave<br>910 So. Michigan Ave<br>625 National City Bldg<br>605 Patterson Bldg<br>114 Sansome St<br>448 South Hill St<br>655 Skinner Bldg<br>1308 Public Service Bldg<br>239 Canada Cement Bldg.<br>1601 Royal Bank Bldg<br>Metropolitan Bldg<br>708 Electric Railway Chambers<br>4 Rue Roussel (The H. K. McCann Corp.)<br>109 Jermyn St., SW1 (The H. K. McCann Co., Ltd.)<br>Beethovenstrasse 8 (The H. K. McCann Co.) | New York City*<br>Chicago, Ill<br>Cleveland, Ohio<br>Denver, Col<br>San Francisco, Cal<br>Los Angeles, Cal<br>Seattle, Wash<br>Portland, Ore<br>Montreal, Canada<br>Vancouver, B. C<br>Toronto, Canada<br>Winnipeg, Manitoba<br>Paris, France<br>London, England<br>Frankfurt, a. M. Germany | Edwin F. Wilson |
| McCARTY COMPANY, THE, *d-e-f* | 1206 Maple Ave<br>116 New Montgomery St | Los Angeles, Cal.*<br>San Francisco, Cal | H. E. Cassidy |
| McCLURE & WILDER, *d* | 1 Market St | Warren, Ohio | Mrs. Isla E. Wilder |
| McCORD COMPANY, INC., *a-d-e* | 1650 Rand Tower | Minneapolis, Minn | M. E. Shulind<br>E. M. Knutsen<br>G. S. Barnes |
| McCORMICK ADVERTISING AGENCY *b-d-e* | 217 E. Seventh Ave | Amarillo, Tex | James L. McCormick |
| McENDREE, PAETH & VAUGHAN | 23 E. Jackson Blvd | Chicago, Ill | David M. Vaughan |
| McFARLAND PUBLICITY SERVICE, *a-e* | Crescent & Mulberry Sts. | Harrisburg, Pa | |
| McJUNKIN ADVERTISING COMPANY, *a-e-f-h* | 228 N. LaSalle St | Chicago, Ill | Frank B. Avery |
| McKEE & ALBRIGHT | Girard Trust Bldg | Philadelphia, Pa | L. M. Rohrabaugh |
| McKEE CO., INC., HOMER, *a* | 400 West Madison St | Chicago, Ill | Robert G. McKee |
| McLAIN ORGANIZATION, INC., *d* | Stock Exchange Bldg | Philadelphia, Pa | Alice B. Thompson |
| McMANUS-O'REGAN AGENCY, *a* | 227 Broadway Mkt. Bldg. | Detroit, Mich | William B. O'Regan |
| McNALLY & SMYTH, INC., *d* | 321 Star Bldg | Washington, D. C | James J. McNally |
| McSHANE ADVERTISING CO., *d* | 6341 Marchand, St., E. E. | Pittsburgh, Pa | |

### M

| | Address | | Space Buyers |
|---|---|---|---|
| MACDONALD-COOK COMPANY, *e* | 530 Sherland Bldg | South Bend, Ind | S. W. Petacci |
| MACE ADVERTISING AGENCY, *a-e-f* | Lehmann Bldg | Peoria, Ill | |
| MACFARLIN COMPANY, THE | 5 St. Paul St | Rochester, N. Y | Harold S. W. MacFarlin |
| MACFARLAND, HAYES & CO., *a-e-f* | 333 N. Michigan Ave | Chicago, Ill | Miss Madge Child |
| MACHEN COMPANY, EDWIN A., *e-f* | Board of Trade Bldg | Toledo, Ohio | E. A. Machen |
| MACKENNEY CO., W. B., *a* | 1830 Arch St | Philadelphia, Pa | J. C. Ebert |

(*Continued on page* 157)


# RECOVERY PERIOD
## CIRCULATION CAMPAIGNS

We produced more new subscriptions and circulation money for newspapers in 1933 than we did in the peak years of 1928 or 1929. One reason for this is because our improved circulation campaigns are especially planned for this recovery period.

Outline of plan for immediate or future consideration will be furnished on request without obligation.

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(For Explanation of Key Letters See Page 144)

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(Continued from page 156)

| | Address | | Space Buyers |
|---|---|---|---|
| MACKENZIE, GOLDBACH & BERDAN, INC., *e* | Huron Bldg. | Toledo, Ohio | |
| MACMANUS, INCORPORATED, *a-e* | 1200 Fisher Bldg. | Detroit, Mich. | Elmer W. Froehlich |
| ACWILKINS & COLE, INC. | 1539 N. W. 19th Ave. | Portland, Ore. | I. M. Gordon |
| | 212 Lloyd Bldg. | Seattle, Wash. | V. A. Greager |
| MAGGART CORPORATION, *e-f* | 203 North Wabash Ave. | Chicago, Ill. | M. E. Carr<br>M. E. Maggert |
| MAHOOL, ADVERTISING, KATHERINE H. *d* | 12 E. Lexington St. | Baltimore, Md. | Margaret M. Brady |
| MAISH COMPANY, JAY H., *d-e-f* | 400 S. Main St. | Marion, Ohio | J. Howard Swink<br>Wm. P. Ellis |
| MAISON & COMPANY, L. G. | 30 West Washington St. | Chicago, Ill. | L. G. Maison<br>L. B. Maison<br>A. A. Lausmann |
| MALKIEL ADV. AGENCY, DAVID, *a* | 260 Tremont St. | Boston, Mass.* | David Malkiel<br>J. Leonard Michelson |
| | Rhode Island Hospital Trust Bldg. | Providence, R. I. | Harry Lane |
| MANFRE ADV. AGENCY, INC., *d* | 1306 Chestnut St. | Philadelphia, Pa. | P. R. Manfre |
| MANKE-OSBORNE ADVERTISING, *d-e* | 708 Fidelity Bank Bldg. | Kansas City, Mo. | F. W. Osborne<br>M. F. Hollister |
| MANUFACTURERS' ADVERTISING, INC., *e* | Arts Bldg. | Toledo, Ohio | R. G. Ewell<br>F. S. Young<br>J. W. Parks |
| MARCH ADVERTISING AGENCY | 305 N. Kansas St. | El Paso, Tex. | Rufe P. March |
| MAR-GE-LET ADVERTISING COMPANY, *d* | 24 East 6th St. | Cincinnati, Ohio | A. W. Margileth |
| MARGON-ROBINSON CO., *b* | Kenyon Bldg. | Louisville, Ky. | |
| MARSH ADV. AGENCY, E. H., *e* | Besse Bldg. | Springfield, Mass. | |
| MARSCHALK & PRATT, INC., *a-e-f* | 369 Lexington Ave. | New York City | George L. Trimble<br>Miss L. C. Platz |
| MARSHALL ADVERTISING, R. | 6553 Woodward Ave. | Detroit, Mich. | R. Marshall |
| MARTIN CO., THEO. M. | 5909 Pacific Blvd. | Huntington Park, Cal. | |
| MARTIN ADVERTISING AGENCY, *d* | 171 Madison Ave. | New York City | Felix M. Wolsky |
| MARTIN & SANDAK, INC. | 67 West 44th St. | New York City | |
| MARVIN ADVERTISING AGENCY, INC. | 439-445 South Clark St. | Chicago, Ill. | Samuel S. Caplan |
| MARX-FLARSHEIM COMPANY, THE, *d* | Enquirer Bldg. | Cincinnati, Ohio | H. B. Flarsheim<br>Joe. J. Marx |
| MASON WARNER COMPANY, INC., *a-e-h* | 360 N. Michigan Blvd. | Chicago, Ill. | D. D. Warner |
| MATHES, INC., J. M., *a-e-f* | 122 East 42nd St. | New York City | |
| MATOS ADVERTISING CO., INC., *a-e-h* | Bulletin Bldg. | Philadelphia, Pa. | William W. Matos |
| MATTESON-FOGARTY-JORDAN COMPANY, *a-e-h* | 307 N. Michigan Ave. | Chicago, Ill. | Thos. W. Davis<br>F. C. Jordan |
| MAXON ADVERTISING EFFICIENCY SERVICE, E. LEE, *d* | 1123 N. E. Couch St. | Portland, Ore. | E. Lee Maxon |
| MAXON, INCORPORATED, *a-e* | 2761 East Jefferson Ave. | Detroit, Mich.* | H. G. Selby |
| | 3001 Chanin Bldg. | New York City | |
| | 180 No. Michigan Ave. | Chicago, Ill. | |
| | Nela Park | Cleveland, Ohio | |
| MAXWELL-DAVIS, INC. | 64 Pearl St. | Hartford, Conn. | |
| MAYERS COMPANY, INC., *a-d-e-f* | 1240 S. Main St. | Los Angeles, Cal. | Fae Hardy |
| MAYS ADVERTISING AGENCY, THOMAS D. | 1505-A Jackson St. | Charleston, West Va. | |
| MAYS-WILLIAMS COMPANY, INC., *b* | 913½ Quarrier St. | Charleston, W. Va. | |
| MEANY COMPANY, PHILIP J., *a-e-f* | 816 West Fifth St. | Los Angeles, Cal. | R. F. Van Loan |
| MEARS ADVERTISING, INC., *a-e* | 250 Park Ave. | New York City | Frank E. Smith |
| MEARS, CHAS. W. (Counselor in Marketing) | 1512 Keith Bldg. | Cleveland, Ohio | |
| MEARS, INC., MORTIMER W., *d* | 1309 St. Louis Mart Bldg. | St. Louis, Mo. | W. J. Johnson |
| MEEK & WEARSTLER, INC., *d-e-f* | 20 West Front St. | Youngstown, Ohio | Park Meek |
| MEISSNER, CHARLES D., *e* | 208 E. Wisconsin Ave. | Milwaukee, Wis. | |
| MELDRUM & FEWSMITH, INC., *a-e-f* | 1018 Leader Bldg. | Cleveland, Ohio | R. G. Simmons |
| MELLEN ASSOCIATES, LTD., THE, *d* | Hawaiian Trust Bldg. | Honolulu, Hawaii | George Mellen<br>A. Tod Chong<br>Masuo Ozoshi |
| MENKEN ADVERTISING, INC., *a-e* | 1776 Broadway | New York City | Anna R. Belman |
| MENKIN COMPANY, J. C. | 11 West 42nd St. | New York City | J. C. Menkin<br>Arthur H. Menkin |
| MERCHANDISING INSTITUTE OF AMERICA | 646 N. Michigan Ave. | Chicago, Ill. | |
| MERCREADY ADVERTISING, HERBERT V., *d* | Dif Building | Garwood, N. J. | Herbert V. Mercready |
| MERCREADY-PHELPS COMPANY, THE, *d* | 240 W. Front St. | Plainfield, N. J. | R. M. Shepherd |
| MEREDITH & COMPANY, INC., *d* | 415 Cannon Place | Troy, N. Y. | Russell D. Meredith |
| METROPOLITAN ADVERTISING COMPANY, *a-e* | 92 Liberty St. | New York City | Harry D. Adair<br>Arthur C. Bray<br>Thomas W. Ferrow<br>Lyman O. Fiske |
| MEYERS COMPANY, FRANK M., *a-e* | 23-31 W. Michigan Ave. | Battle Creek, Mich. | F. Willard Meyers |
| MIAMI ADVERTISING AGENCY | Louis Bldg. | Dayton, Ohio | E. S. Gebhart<br>H. A. Tressler |
| MICHEL & STAFF, A. EUGENE, *e-f* | 132 W. 31st St. | New York City | |
| MIDDLETON ADVERTISING CORPORATION, *d* | 133 S. 12th St. | Philadelphia, Pa. | David J. Crouse |
| MIDLAND ADV. AGENCY, *a* | 111 E. 4th St. | Cincinnati, Ohio | Clem B. Riesenbeck |
| MIDLAND ADV. SERVICE, *e-f* | 313 Citizens Bldg. | Decatur, Ill. | Mrs. S. Cloud |
| MIDWEST ADVERTISING AGENCY, *d-e* | Manufacturers National Bank Bldg. | Rockford, Ill. | W. A. Fitschke |
| MILLAR ADV. AGENCY, INC., *d-e* | 112 W. 9th St. | Los Angeles, Cal. | O. A. Steller<br>T. Tyler Smith<br>C. L. Young<br>Helen V. Millar |
| MILLER AGENCY CO., *a-e* | 2144 Madison Ave. | Toledo, Ohio | C. E. Miller<br>D. Heer |
| MILLER CO., ALLEN G., *d-f* | 24 Wealthy St. S. W. | Grand Rapids, Mich. | Allen G. Miller |
| MILLER, EVERSOLE & BORER, *d* | 640 N. McDonel St. | Lima, Ohio | A. C. Eversole<br>Frank E. Borer |
| MILLER, INC., HARRY M., *d-e* | 471 E. Broad St. | Columbus, Ohio | |
| MILLER, JOHN THOMAS, *a-d-e-f* | 71 W. 35th St. | New York City | J. T. Miller<br>D. J. Ferro<br>G. A. Hecker |
| MILLER, M. GLEN | 8 S. Michigan Ave. | Chicago, Ill. | Theodore R. Crawford |
| MILLS ADVERTISING AGENCY, INC., RAY, *d-e* | 14 Lisbon St. | Lewiston, Maine | Ray Mills |
| MILNE & CO., INC., *a-e* | Exchange Bldg. | Seattle, Wash. | R. P. Milne |
| MINER COMPANY, DAN B., *a-e-f-h* | 272 Chamber of Commerce Bldg. | Los Angeles, Cal. | |
| MISTRAT ADV. AGENCY, *d* | 5210 Jefferson St. | Houston, Tex. | G. A. Mistrat Jr. |
| MITCHELL ADV. AGENCY, INC., *a-e-f-h* | 1022 Nicollett Ave. | Minneapolis, Minn. | V. C. Westerdahl |
| MITCHELL COMPANY, *d* | Little Bldg. | Boston, Mass. | J. D. Mitchell |
| MITCHELL-FAUST ADV. CO., *a-e-h* | 230 N. Michigan Ave. | Chicago, Ill.* | |
| | 420 Lexington Ave. | New York City | |
| MITHOFF COMPANY, W. T., *d* | Chamber of Commerce Bldg. | El Paso, Tex. | W. T. Mithoff |
| MOGGE, INC., ARTHUR R., *d-f* | 307 N. Michigan Ave. | Chicago, Ill. | Albert Swanson |
| MONK ADVERTISING, HOWARD H. | 400 Brown Bldg. | Rockford, Ill. | Howard H. Monk<br>Robert E. Moore<br>Walter Colman |
| MONTGOMERY ADVERTISING AGENCY, *d* | American Life Bldg. | Louisville, Ky. | M. E. Montgomery |
| MOON, CO., INC., BYRON G., *a-e-f* | 401 Broadway | New York City | William W. Breslin |
| MOORE, INC., RALPH, *a-e* | 208 N. Broadway | St. Louis, Mo. | I. M. Waltrip |
| MOORE, SUSA P., *d* | 25 E. Walton Place | Chicago, Ill. | Daby B. Barnett |

(Continued on page 158)

(For Explanation of Key Letters See Page 144)


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## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—CANADA

(*Continued from page* 157)

| | Address | | Space Buyers |
|---|---|---|---|
| MORELAND COMPANY, CHESTER C., *d-e* | 114 Garfield Place | Cincinnati, Ohio | Chester C. Moreland<br>Bryce Schurman |
| MORGAN ADVERTISING CO., *e-f* | 3rd & Diamond Sts | Mansfield, Ohio | John C. Morgan<br>R. E. McCombs |
| MORGAN ADVERTISING AGENCY, INC., JOHN J. | 60 Batterymarch St. | Boston, Mass | J. J. Morgan |
| MORGAN, ADVERTISING COUNSELOR, R. E., *d* | 521 Liggett Bldg | Seattle, Wash | R. E. Morgan |
| MORITZ, INCORPORATED, J. G. | 110 East 42nd St. | New York City | J. G. Moritz |
| MORITZ ADVERTISING AGENCY, R. A., *d-e* | 123 E. 2nd St<br>754 Stuart Bldg | Davenport, Iowa*<br>Lincoln, Neb. | |
| MORLEY COMPANY, CHARLES E., *d* | 908 Fox Bldg | Detroit, Mich | Charles E. Morley |
| MORRIS & JONES, INC., *e-f* | 250 Park Ave | New York City | B. A. Freiwald |
| MORSE ADVERTISING, ARTHUR E., *d* | 414 Miller Bldg | Scranton, Pa | A. E. Morse |
| MOSER & COTINS, INC., *a-e-f* | 10 Hopper St.<br>1740 Graybar Bldg | Utica, N. Y.*<br>New York City | Miss C. V. Welch, New York |
| MOSES ADVERTISING SERVICE, *a-e* | Munsey Bldg | Baltimore, Md | |
| MOSS ASSOCIATES ADVERTISING, *d* | 110 W. 40th St | New York City | Joseph Moskowitz<br>Edward Linn |
| MOSS & ASSOCIATES, FARAON JAY | 207 Jergins Trust Bldg<br>6411 Hollywood Blvd | Long Beach, Cal<br>Los Angeles, Cal | Faraon J. Moss |
| MOSS-CHASE COMPANY, *a-e-f* | 425 Franklin St | Buffalo, N. Y | Edmund J. Felt<br>J. Jay Fuller<br>G. A. Clauss<br>Edwin B. Dietrich<br>Charles J. Coward<br>Samuel E. Lapp<br>M. S. Schuler |
| MOULTON ADVERTISING COMPANY | 1115 17th St., N. W | Washington, D. C | F. A. Moulton |
| MUENCH & CO., C. WENDEL, *d-f* | 210 E. Ohio St | Chicago, Ill | George R. Euwema |
| MULLER & COMPANY, J. P., *a-e-f* | 220 West 42nd St | New York City | J. P. Muller<br>D. J. Jeidell<br>M. Weisberg<br>A. M. Sullivan<br>H. R. Mulford<br>J. T. Sullivan<br>A. B. Huth |
| MULLICAN COMPANY, C. N., *a-b-e* | Realty Bldg | Louisville, Ky | C. N. Mullican |
| MUMM-ROMER-ROBBINS & PEARSON, INC., *a-e-f* | 33 N. Grant Ave | Columbus, Ohio | Wm. M. Mumm<br>L. J. Sullivan<br>H. J. Nicholls<br>Wm. Mumm, Jr. |
| MUMMERT, MAURICE M., *d-e* | 1008 W. 6th St | Los Angeles, Cal | M. M. Mummert |
| MURPHY, INC., CARROLL DEAN, *a-e-f* | 35 East Wacker Drive<br>515 Packard Bldg | Chicago, Ill.*<br>Philadelphia, Pa | F. A. Neighbors |
| MURRAY HILL ADVERTISING CO., *d* | 200 E. 23d St | New York City | Ernest Liebermann<br>M. E. McCue |
| MURRAY ADV. AGENCY, INC., JOHN F., *a-e* | Ley Bldg | New York City | |
| MUTUAL SERVICE CORPORATION, *d-e* | 11 West 42nd St | New York City | Arthur R. Rule |

### N

| | Address | | Space Buyers |
|---|---|---|---|
| NATHAN, EDWARD N., *a* | Bendix Bldg<br>Phelan Bldg | Los Angeles, Cal<br>San Francisco, Cal | Arthur J. Alworth, Los Angeles |
| NATIONAL ADVERTISING SYNDICATE | 531 Ellicott Sq | Buffalo, N. Y | Wm. G. Bryan<br>Geo. Plumstead<br>A. H. Longbotham |
| NATIONAL EXPORT ADVERTISING SERVICE, INC | 405 Lexington Ave<br>Exchange Bldg., Ballard Estate | New York City<br>Bombay, India | A. L. Beyea |
| NEEDHAM & GROHMANN, *a-d* | 500 Fifth Ave | New York City | |
| NEEDHAM, LOUIS AND BRORBY, INC., *a-e-f-h* | 360 N. Michigan Ave | Chicago, Ill | Otto R. Stadelman |
| NEELY, ADVERTISING, WENDELL, *d* | 401 Press-Telegram Bldg | Long Beach, Calif | G. D. Robbins |
| NEISSER-MEYERHOFF, INC., *a-d-e* | 744 N. Fourth St<br>1016 Wrigley Bldg | Milwaukee, Wis.*<br>Chicago, Ill | J. H. Hildebrandt |
| NESBITT SERVICE, COMPANY, *a-e-f* | Hanna Bldg | Cleveland, Ohio | |
| NEWELL-EMMETT COMPANY, *a-e-f-h* | 40 East 34th St | New York City | F. H. Walsh<br>E. Campion<br>H. Escudier<br>N. McEvoy |
| NEWMARKS ADVERTISING AGENCY, *d* | 217 Seventh Ave | New York City | Joseph Bell |
| NICHOLS ADV. AGENCY, *d* | 44 Portland St | Worcester, Mass | C. A. Nichols |
| NORTHROP ADV. AGENCY, *d* | 511 Sprague Ave | Kalamazoo, Mich | J. T. Northrop |
| NORTHWESTERN ADVERTISING AGENCY, *a-e* | 23 East 6th St | St. Paul, Minn | C. M. Brown |
| NOYES ADV. AGENCY, EARL C., *d* | 129 State St | Rutland, Vt | B. Hall |
| NUYWAY ADVERTISING AGENCY | | Atlanta, Ga | J. Barry |

### O

| | Address | | Space Buyers |
|---|---|---|---|
| O'CALLAGHAN ADV. AGENCY, *a-b* | 405 Union Planters Bank Bldg | Memphis, Tenn | Martin O'Callaghan<br>Gets Crenshaw<br>Kathryn D'Arcy |
| O'CONNELL ADV. AGENCY, *e* | 100 Boylston St | Boston, Mass | |
| O'DEA & COMPANY, INC., MARK, *a-d-e-h* | 400 Madison Ave | New York City | John F. Quick |
| ODLIN COMPANY, INC., JOHN W. *e-f* | 44 Portland St | Worcester, Mass | Ruth G. Marsh |
| O'DONOGHUE AGENCY, WILLIAM D., *b* | 906 Commercial Bank Bldg | Charlotte, N. C | |
| O'KEEFE ADVERTISING AGENCY, INC., P. F., *a-e* | 45 Bromfield St | Boston, Mass | W. C. Sampson |
| OLMSTED-HEWITT, INC., *d-e-f* | 1200 Second Ave. S | Minneapolis, Mnn | Ward H. Olmsted<br>Alan M. Shearer |
| OLSEN ADVERTISING AGENCY, *d* | 215 S. LeDoux Rd | Beverly Hills, Calif | A. J. Bob Olsen |
| O'MALLEY ADVERTISING & SELLING CO., *a-e* | 244 Washington St | Boston, Mass | Louis J. O'Malley<br>L. F. O'Malley |
| O'NEAL ADVERTISING SERVICE | Elks Building | Austin, Tex | O. W. O'Neal |
| OSBORNE ADVERTISING COMPANY, THE, *a-b-e* | 510 Continental Bldg | Oklahoma City, Okla | Miss Leno Osborne |
| OSBORNE ADVERTISING, MAURICE M., *h* | 925 Park Square Bldg | Boston, Mass | Maurice M. Osborne<br>Mason Ham |
| OSTERHOUDT AGENCY BURTON A., *d* | 75 State St | Albany, N. Y | B. A. Ousterhodt |
| OSWALD ADV. AGENCY, INC., *a-e-h* | 1528 Walnut St | Philadelphia, Pa | S. W. Heath<br>G. L. Shipps |
| OUTDOOR ADVERTISING INCORPORATED | One Park Avenue<br>165 West Wacker Drive<br>1003 Norris Bldg<br>1617 Court Square Bldg<br>1434 Statler Building<br>917 Chamber of Commerce Bldg<br>948 Hanna Bldg<br>7-241 General Motors Bldg<br>603 Second National Bank Bldg<br>21 West 10th St. Bldg<br>1151 South Broadway<br>1616 Walnut St<br>1607 Continental Life Bldg<br>2616 Shell Bldg | New York City<br>Chicago, Ill<br>Atlanta, Ga<br>Baltimore, Md<br>Boston, Mass<br>Cincinnati, Ohio<br>Cleveland, Ohio<br>Detroit, Mich<br>Houston, Tex<br>Kansas City, Mo<br>Los Angeles, Calif<br>Philadelphia, Pa<br>St. Louis, Mo<br>San Francisco, Calif | |
| OVERMAN ADVERTISING AGENCY, *d* | 719 Peyton Bldg | Spokane, Wash | L. F. Overman |
| OWL ADV. AGENCY | Times Bldg | New York, N. Y | |

### P

| | Address | | Space Buyers |
|---|---|---|---|
| PACIFIC ADVERTISING SERVICE, *d* | 1240 So. Main St | Los Angeles, Cal | J. L. Pittenger |
| PAGE ADVERTISING AGENCY, *b-d-e* | Richmond Trust Bldg | Richmond, Va | L. E. Page |
| PAGE CO., C. W., *e* | 1114 Mutual Bldg | Richmond, Va | |
| PARIS & PEART, *a-e* | 370 Lexington Ave | New York City | Eugene J. Coogan<br>T. F. McMahon |
| PARISH ASSOCIATES, CHESTER, *e* | 41 Park Row | New York City | |
| PARKER ADVERTISING COMPANY, *e-f* | Refiners Bldg | Dayton, Ohio | F. G. Parker<br>G. L. Sowers |
| PARKSIDE ADVERTISING COMPANY | 2801 Hunting Park Ave | Philadelphia, Pa | R. Barclay Knight |
| PARISH & CO., AMOS, *a-e-f* | 500 Fifth Ave | New York City | A. A. Thomas |
| PATTEN & CHAMP, *d* | 417 Bank of America B dg. | San Diego, Ca | G. F. Champ<br>W. H. Patten |
| PAUL-RUSSELL COMPANY | 11th Floor, Miners National Bank Bldg | Wilkes-Barre, Pa | Paul L. Epstein<br>Russell H. Tewksbury |
| PAWLEY COMPANY, INC | 11 North Pearl St | Albany, N. Y | William J. Morris<br>Henry Bloch |
| PAYNE ADVERTISING CO., *d-e* | 1709 Smith-Young Tower | San Antonio, Tex | John B. Payne<br>Eleanor C. Payne |
| PAYNE ADVERTISING ORGANIZATION, HANCOCK, *a-e* | 538 Public Ledger Bldg | Philadelphia, Pa | |
| PEARSALL, W. MONTAGUE, *a-e* | 30 Vesey St | New York City | |
| PECK ADVERTISING AGENCY, INC., *a-e-f* | 271 Madison Ave<br>503 Atlantic Ave | New York City*<br>Brooklyn, N. Y | Miss E. Stamler |
| PEDLAR & RYAN, INC., *a-h* | 250 Park Ave | New York City | Miss Edith Whitlock |
| PENINSULAR ADV. AGENCY, *d-e* | 407 Tussing Bldg | Lansing, Mich | M. B. Loomis |
| PENINSULAR ADVERTISING AGENCY, INC | 1306 Grand Central Ave | Tampa, Fla | E. E. Garrison |
| PENMAN, ADVERTISING, HARRY G., *d* | 2100 Fifth Ave | Seattle, Wash | Harry G. Penman |

(*Continued on page* 159)

(For Explanation of Key Letters See Page 144)

*Clean Circulation Campaigns*

**THE CHARLES PARTLOWE COMPANY**
Occidental Building
INDIANAPOLIS

**Member:**
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WHEREVER you see a circulation-building campaign being used by the recognized leader in any newspaper field, you may be certain it is a *Charles Partlowe* campaign.

***Write or wire for terms, open dates, etc.***

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 158)

| | Address | | Space Buyers |
|---|---|---|---|
| PETTINGER-LA GRANGE, INC., *e-f.* | 345 Century Bldg. | Indianapolis, Ind. | |
| PHELPS-ENGEL-PHELPS, INC., *a-e.* | 700 No. Michigan Ave. | Chicago, Ill. | M. Bowman |
| PHIBBS ADV. CO., HARRY C., *e.* | 43 East Ohio St. | Chicago, Ill. | Thomas F. Glynn |
| PHILLIPS, HARRY D., *a.* | 12 East 41st St. | New York City | D. Silvet<br>G. Elder<br>Fay R. Heller |
| PHILLIPS CO., ADVERTISING, A. P., *b-d.* | Jefferson Court Bldg. | Orlando, Fla. | A. P. Phillips, Jr. |
| | 122 S. Palmetto Ave. | Daytona Beach, Fla. | |
| | Rhodes Haverty Bldg. | Atlanta, Ga. | |
| PICARD ADVERTISING, INC., *a-e-f.* | 49 West 45th St. | New York City | A. S. Hearn<br>Richard A. Picard |
| PIERCE ADVERTISING AGENCY, *d-e* | 18 Eighth St., S. | Fargo, N. D. | E. A. Green |
| PIERCE, GEORGE H., *e.* | 1700 Walnut St. | Philadelphia, Pa. | |
| PITLUK ADVERTISING COMPANY, *a-b-e-i.* | 2200 Alamo National Bldg. | San Antonio, Tex. | |
| PITT COMPANY, STEDDIFORD, *f.* | 153 Court St. | New Haven, Conn. | |
| PLATT-FORBES, INC., *a-e-f.* | 386 Fourth Ave. | New York City | William S. Walker |
| POTTS & CO., R. J., *a-e.* | 101 W. 11th St. | Kansas City, Mo. | R. J. Potts<br>J. B. Woodbury<br>D. B. Mindlin<br>B. F. McGuirl<br>F. F. B. Houston<br>Jerry McKee<br>Harry W. Clifford<br>Ed. Clark |
| POTTS-TURNBULL ADV. CO., *a-e.* | Carbide and Carbon Bldg. | Kansas City, Mo.* | G. F. MaGill |
| | 75 E. Wacker Drive | Chicago, Ill. | T. J. Harris |
| POWER CO., INC., EDWARD M., *a-e.* | 2536 Oliver Bldg. | Pittsburgh, Pa. | Edward M. Power, Jr.<br>George E. Eisenhauer |
| POWER-HOUSE COMPANY, *a-e-f.* | 522 Terminal Tower | Cleveland, Ohio | Gordon Rieley |
| POWERS COMPANY, JOHN O., *a-e-f-h* | 220 East 42nd St. | New York City | Robert W. Powers |
| POWNING, INC., GEORGE G., *a-e.* | 278 Orange St. | New Haven, Conn. | |
| PRATT & FLOREA, INC., *d-e.* | 71 West 35th St. | New York City | P. S. Florea |
| PRESBREY COMPANY, FRANK, *a-e-f-h.* | 247 Park Ave. | New York City* | F. A. Hodges, Jr. |
| | City Centre Bldg. | Philadelphia, Pa. | H. Parnas |
| | 924 Grant Bldg. | Pittsburgh, Pa. | |
| PRICE ADVERTISING AGENCY, *d.* | 422 Main St. | Malden, Mass. | |
| PHILLIPS COMPANY, A. P., *b-d.* | Church and Main Bldg. | Orlando, Fla.* | A. P. Phillips, Jr. |
| | Walton Bldg. | Atlanta, Ga.<br>Daytona Beach, Fla. | |
| PRITCHARD & THOMPSON ADVERTISING AGENCY, *a-b-e.* | 403 Barrone St. | New Orleans, La. | C. Marsh |
| PROCTOR & COLLIER COMPANY, *a-e-f-h.* | McMillan St. & Reading Road | Cincinnati, Ohio | |
| PROCTOR CO., INC., J. G., *d.* | 247 Park Ave. | New York City | J. G. Proctor<br>M. S. Proctor<br>John Muller |
| PROFESSIONAL ADVERTISING, INC. | 30 West Washington St. | Chicago, Ill. | Dr. L. G. Maison |
| PROTZMAN, GEORGE F., *d.* | Oliver Bldg. | Pittsburgh, Pa. | H. S. Kerr<br>George F. Protzman |
| PUERNER, DAVID M., *d.* | 502 Broadway Bldg. | Milwaukee, Wis. | |
| PURSE CO., *b-f.* | 435 Chestnut St. | Chattanooga, Tenn. | W. F. Austin, Jr. |
| | 11 Park Place | New York City | |
| | 25 East Jackson Blvd. | Chicago, Ill. | |
| | 38 Newbury St. | Boston, Mass. | |
| | 378 N. Citrus Ave. | Los Angeles, Calif. | |

### Q

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|---|---|---|---|
| QUEEN, JOHN W., *a-e.* | 5 Park Square | Boston, Mass.* | M. F. McHale |

### R

| | | | |
|---|---|---|---|
| RAMSEY COMPANY, L. W., *e.* | 430 Union Bank Bldg. | Davenport, Iowa* | L. W. Ramsey |
| | 230 N. Michigan Ave. | Chicago, Ill. | J. F. Price |
| RANDALL COMPANY, THE, *d.* | 650 Main St. | Hartford, Conn. | Wilbur Randall |
| RANDALL COMPANY, FRED M., *a-e* | Book Tower, 33rd fl. | Detroit, Mich. | Charles E. Foerster |
| RANKIN COMPANY, WM. H., *a-e-h.* | 342 Madison Ave. | New York City | Charles W. Rankin |
| | Peoples Gas Bldg. | Chicago, Ill. | L. Cohen |
| | 80 King St., West | Toronto, Ont., Canada | W. J. MacInnes |
| | 6 Gracechurch St. | London, England | |
| RANKIN ADVERTISING, VIRGIL L., *d.* | 38 West Santa Clara St. | San Jose, Cal. | Virgil L. Rankin<br>V. MacDonald |
| RATCLIFF ADVERTISING AGENCY, *a-b-e-f-i.* | 409 Magnolia Bldg. | Dallas, Tex. | Morelle K. Ratcliffe |
| RAVETT ADVERTISING AGENCY, *d* | 1819 Broadway | New York City | W. Fenton |
| REACH ADVERTISING AGENCY, CHAS. DALLAS, *d-f.* | 30 Clinton St. | Newark, N. J. | Chas. Dallas Reach |
| REAL SERVICE ADVERTISING CO., INC., *d-e.* | 15 East 40th St. | New York City | J. Elkins<br>Mildred Mashbir |
| REDFIELD-COUPE, INC., *a-e.* | 247 Park Ave. | New York City* | A. Hollander |
| | 1606 Walnut St. | Philadelphia, Pa. | |
| REESE & CO., INC., THOMAS H., *a.* | 444 Madison Ave. | New York City | Harry R. Schreier |
| REEVES AGENCY, A. | 59 East Monroe St. | Chicago, Ill. | |
| REEVES, KNOX, ADVERTISING, *d.* | Empire Bank Bldg. | St. Paul, Minn. | Knox Reeves |
| REIBEL ADVERTISING BERTRAM, *d.* | 21 South Wabash Ave. | Chicago, Ill. | Bertram Reibel |
| REINCKE-ELLIS, YOUNGGREEN & FINN, *a-e.* | 520 N. Michigan Ave. | Chicago, Ill. | Joseph F. Brown |
| REINHARDT ADVERTISING AGENCY, EMIL, *d.* | 324 13th St. | Oakland, Calif. | Mildred McMahon |
| REMINGTON, INC., WM. B., *a-e-f.* | 21 Beese Pl. | Springfield, Mass. | |
| REVER ADVERTISING AGENCY, *d.* | 145 West 45th St. | New York City | Miss Fay Permy<br>William J. Salva |
| REYNOLDS, MILO C., *d.* | P. O. Box 288 | Burlington, Vt. | |
| RICH & THORNDIKE, *d.* | Industrial Trust Bldg. | Providence, R. I. | R. Thorndike<br>H. E. Magnuson |
| RICHARDSON, ALLEY & RICHARDS CO., *a-e-f-h.* | 370 Lexington Ave. | New York City* | Harry M. Billerbeck, New York |
| | Statler Office Bldg. | Boston, Mass. | Claude A. Higgins, Boston |
| RICHARDSON-PLANT, INC., *a-e-f.* | 1921 Guarantee Title Bldg. | Cleveland, Ohio | W. E. Richardson<br>L. A. Yokey |
| RICKARD ADVERTISING AGENCY, INC., *d.* | Trenton Trust Bldg. | Trenton, N. J. | G. A. Rickard<br>M. E. Rickard |
| RICKARD & CO., INC., *f.* | 330 West 42nd St. | New York City | |
| RICHMOND ADV. SERVICE & AGENCY, *d.* | 20-21 Swinney Block | Fort Wayne, Ind. | William L. Richmond |
| RIDDERHOF, CORNELL, *f.* | 325 West 45th St. | New York City | |
| RIESELBACH, ALLEN, *a.* | 739 N. Second St. | Milwaukee, Wis. | Robert E. Hart |
| RITTER CO., INC., PHILIP, *a-e-h.* | 25 West 54th St. | New York City | |
| ROBBINS, INC., FRED A., *a-e-h.* | 360 N. Michigan Ave. | Chicago, Ill. | V. M. Volino<br>R. N. Cushing |
| ROBERTS & ASSOCIATES, JOHN F. | 613 Chamber of Com. Bld. | Los Angeles, Cal. | John F. Roberts |
| ROBERTS COMPANY, JOSEPH D., *d.* | 1118 Northern Life Tower | Seattle, Wash. | |
| ROBERTS & MAC AVINCHE, *a-e.* | 30 N. Dearborn St. | Chicago, Ill. | F. Beard |
| ROBERTSON ADVERTISING, *d-e.* | 518 U. S. National Bank Bldg. | Denver, Colo. | Marshall G. Robertson |
| ROBINSON, JR., ELWOOD J., *d* | 725 Security Bldg. | Los Angeles, Cal. | Harry M. Bennett, Jr. |

(*Continued on page* 160)

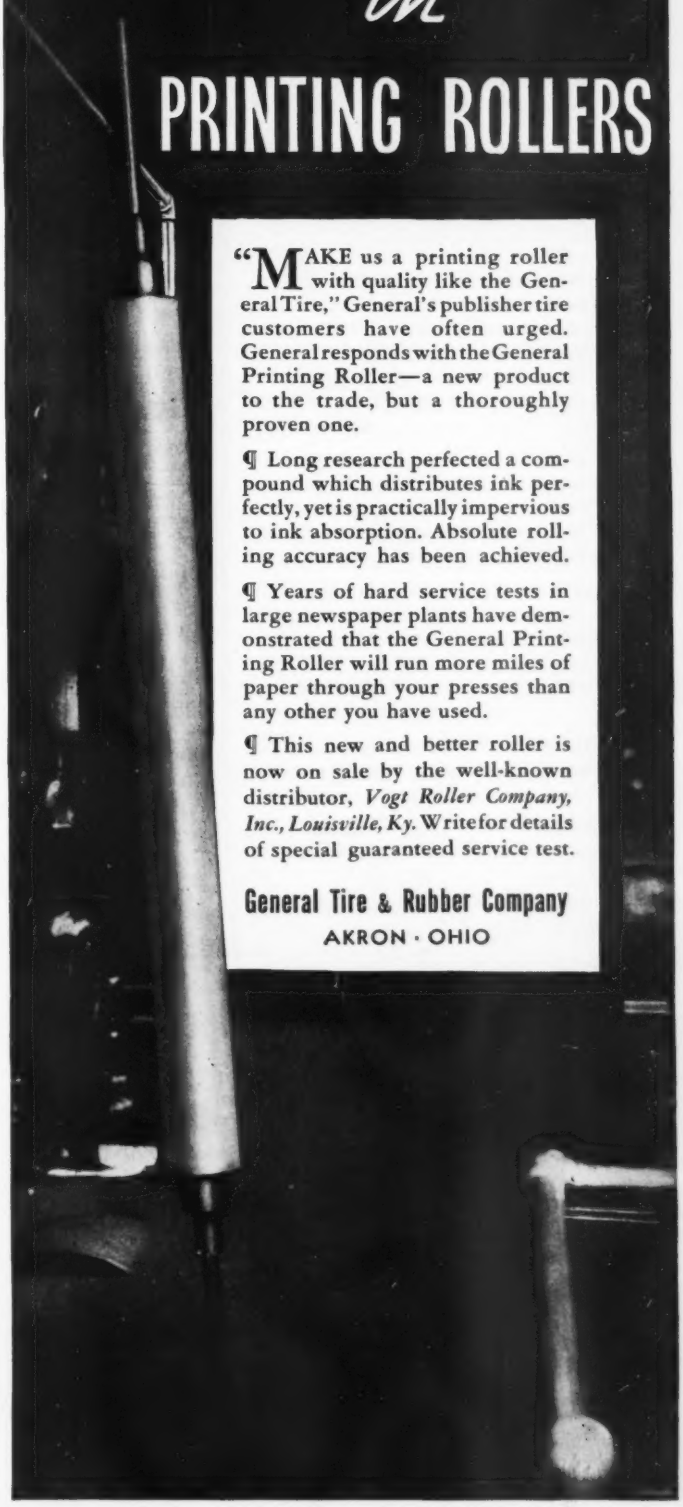
**(For Explanation of Key Letters See Page 144)**


*Now!* . . .

"GENERAL TIRE MILEAGE"

*in*

PRINTING ROLLERS



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¶ Long research perfected a compound which distributes ink perfectly, yet is practically impervious to ink absorption. Absolute rolling accuracy has been achieved.

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**General Tire & Rubber Company**

AKRON · OHIO

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 159)

| | Address | | Space Buyers |
|---|---|---|---|
| ROCHE, WILLIAMS & CUNNYNGHAM, INC., *a-e* | 310 S. Michigan Ave. | Chicago, Ill.* | F. H. Hakewill |
| | 1500 Chestnut St. | Philadelphia, Pa. | B. F. Abeling |
| RODEN-CLEMENTS COMPANY, *a* | Lewis Tower | Philadelphia, Pa. | D. McLaughlin |
| RODGERS ADVERTISING AGENCY, J. B. | 711 Fulton Bldg. | Pittsburgh, Pa. | J. B. Rodgers |
| ROGERS ADVERTISING, E. C., *d* | 80 East Avenue | Rochester, N. Y. | Grover Dunkleberg<br>Merton F. Dake |
| ROGERS-GANO ADV. AGENCY, *a-b-e-i* | Bankers Mortgage Bldg. | Houston, Tex | |
| ROGERS-GANO ADVERTISING AGENCY, INC., OF ILLINOIS, *d-e-f* | 75 East Wacker Drive | Chicago, Ill. | J. C. Bachrodt, Chicago |
| | Exchange Bank Bldg. | Tulsa, Okla. | T. J. O'Kane, Chicago<br>R. C. Gano, Tulsa<br>J. Burr Gibbons, Tulsa<br>Roy Gannon, Tulsa<br>V. Shenk, Tulsa |
| ROGERS & SMITH, *a-e-f* | 20 N. Wacker Drive | Chicago, Ill. | Howard Smith |
| ROMER ADVERTISING SERVICE, *a-e* | 814 Woodward Bldg. | Washington, D. C | F. Romer |
| ROOT ADVERTISING AGENCY, *d* | 440 S. Dearborn St. | Chicago, Ill. | Perrin B. Root |
| ROSE-MARTIN, INC., *a-e-f* | 21 West 46th St. | New York City | |
| ROSENBERG CO., INC., ARTHUR, *a-e* | 570 Seventh Ave. | New York City | |
| ROSS ADV., INC., *a-e* | 501 Standard Bldg. | Fort Wayne, Ind. | S. A. Ross<br>W. J. La Croix |
| ROSS-GOULD COMPANY, *a-e* | 309 N. 10th St. | St. Louis, Mo. | Harry Meyer<br>Dan A. Ruebel |
| ROWLAND ADVERTISING COMPANY, INC., *d-e* | 155 E. 44th St. | New York City | Catherine E. McHugh |
| RUFF, JR., ADVERTISING SERVICE, WILLIAM A., *d* | 4 West 7th St. | Cincinnati, Ohio | Robert V. Ruff<br>Wm. A. Ruff, Jr. |
| RUSSELL, INC., ROBERT C., *d* | 510 Plymouth Ave. | Schenectady, N. Y. | R. C. Russell |
| RUTH ADVERTISING AGENCY, *d* | 1329 Third Ave. | New York City | Clyde E. Murray |
| RUTHRAUFF & RYAN, INC., *a-e-h* | Chrysler Bldg. | New York City* | L. M. Malitz, New York |
| | 360 N. Michigan Ave. | Chicago, Ill. | |
| | 7430 Second Blvd. | Detroit, Mich. | D. M. Gordon, New York |
| | 812 Olive St. | St. Louis, Mo. | C. E. Bonneesen, Chicago<br>S. D. Schwartz, Detroit |
| RYAN & ASSOCIATES, INC., HOW J. | 445 White-Stuart-Henry Bldg | Seattle, Wash. | Hugh T. Banks |
| RYDER & INGRAM, LTD., *d-e* | 337 17th St. | Oakland, Cal. | Robert L. Ingram |

### S

| | Address | | Space Buyers |
|---|---|---|---|
| ST. CLAIR CO., WM. G., *a* | Real Estate Trust Bldg. | Philadelphia, Pa. | |
| ST. GERMAIN ADVERTISING AGENCY, THE FRED, *d* | 314 Onondaga County Savings Bank Bldg. | Syracuse, N. Y. | M. St. Germain<br>Fred St. Germain |
| SANDLASS, L. A., *a-e* | 219 W. Saratoga St. | Baltimore, Md. | |
| SANDO ADV. COMPANY, *d-e* | 960 N. Meridian St. | Indianapolis, Ind. | |
| SARGENT, PORTER, *a* | 11 Beacon St. | Boston, Mass. | E. T. Tumsha's |
| SAUSSY, ADVERTISING, WALKER, *b-d* | 1203 Canal Bank Bldg. | New Orleans, La. | E. J. Martinez |
| SAYRE COMPANY, R. W., *d-e-f* | 612 N. Michigan Ave. | Chicago, Ill. | |
| SAYRE, INC., R. H., *e* | 626 Farmers Bank Bldg. | Pittsburgh, Pa. | |
| SAYROLS SERVICE, *d* | Lopez 13 | Mexico City, Mexico | H. Sibibin |
| | Av. Juarez 64 | Mexico City, Mexico | |
| SCHECK ADVERTISING AGENCY, INC., *a-e* | 9 Clinton St. | Newark, N. J | F. M. Craumer |
| SCHENKER COMPANY | 1014 Fullerton Ave. | Chicago, Ill. | J. E. Schenker |
| SCHIRMER COMPANY, R. A., *d-e* | 528 Walnut St. | Cincinnati, Ohio | Wm. H. Schuchardt<br>Wm. H. Schirmer |
| SCHOLTS ADV. SERVICE, *d* | 606-613 Edison Bldg., 601 W. 5th St. | Los Angeles, Cal. | C. V. Brinson<br>L. Degener<br>W. G. Scholts<br>T. D. Scholts<br>L. G. Myhro |
| SCHWAB & BEATTY, INC., *a-e-h* | 386 Fourth Ave. | New York City | R. W. Beatty |
| SCHWEIZER-STEITZ CO., *e* | 520 N. Michigan Ave. | Chicago, Ill. | |
| SCHWIMMER & SCOTT, *d* | Mather Tower | Chicago, Ill. | Walter Schwimmer<br>R. J. Scott |
| SCOTT'S AGENCY, INC., *e* | 75 East Wacker Drive<br>43 Tremont St. | Boston, Mass. | |
| SEAVER, BRINKMAN & GERSTENBERGER, INC., *d-f* | 303 Chester-Twelfth Bldg. | Cleveland, Ohio | L. L. Gerstenberger |
| SEDGWICK CO., EDW. L., *e* | 711 Lehmann Bldg. | Peoria, Ill. | |
| SEEDS CO., INC., RUSSEL M., *a-e-f* | 807 Lemcke Bldg. | Indianapolis, Ind. | Russel M. Seeds<br>Jack Harding<br>Mark E. Hamer<br>M. G. Linson |
| SEGAR, ROSCOE W., *d* | 2125 N. E. 48th Ave. | Portland, Ore.* | Roscoe W. Segar |
| | Trust Bldg. | Rockford, Ill. | O. L. Ewing |
| SEHL ADVERTISING AGENCY, INC., *e* | 360 N. Michigan Ave. | Chicago, Ill. | |
| SEID, FREDERICK, *d* | Russ Bldg. | San Francisco, Cal. | R. Jorgensen<br>Frederick Seid |
| SENSENIG, PETER A., *d* | 89 West Milton Ave. | Rahway, N. J. | Peter A. Sensenig |
| SEVERANCE COMPANY, INC., MALCOLM, *d* | Electric Bldg. | Asbury Park, N. J. | |
| | Bar Bldg. | New York City | |
| SHAFFER BRENNAN ADV. CO., *a-e* | State National Life Bldg. | St. Louis, Mo. | T. D. Shaffer<br>Sam B. Margulis<br>J. L. Corless<br>Ray C. Stricker |
| SHAFFER, J. ALBERT, *a* | 500 Evening Star Bldg. | Washington, D. C. | |
| SHARPE & CO., INC., W. W., *a-e* | 51 Chambers St. | New York City | Roy J. Jones<br>Charles D. Jann |
| SHEETER ADVERTISING AGENCY, LOUIS E. | 1800 Hearst Tower Bldg. | Baltimore, Md. | Jack Levin |
| SHEETS, J. M., *a-e* | Central Bldg | Seattle, Wash. | |
| SHIELDS & VANDEN, INC., *e* | 1905 W. Van Buren St. | Chicago, Ill. | |
| SHEPARD, K. E., *e* | 360 N. Michigan Ave. | Chicago, Ill. | |
| SHUMWAY CO., FRANKLIN P., *a-e-f* | 453 Washington St. | Boston, Mass. | Walter K. Munroe |
| SIDENER VAN RIPER & KEELING, INC., *a-e-h* | Circle Tower | Indianapolis, Ind. | Don H. Collins |
| SIECK, INC., LTD., CHARLES H., *d-e* | Chamber of Commerce Bldg | Los Angeles, Cal. | |
| SILBERSTEIN, INC., ALFRED J., *a* | 12 East 44th St. | New York City | |
| SILVER & DOUCE CO., INC., *b-e-f* | 521-22-23 Massey Bldg. | Birmingham, Ala. | Harry J. Douce<br>Ralph R. Silver |
| SIMMONS & SIMMONDS, INC., *a-e* | 201 No. Wells St. | Chicago, Ill. | F. M. Simmonds, Jr.<br>C. O. Brewer |
| SIMPERS COMPANY, *d-e-h* | Lewis Tower | Philadelphia, Pa. | F. M. Dart |
| SIMPSON ADV. SERVICE CO., INC., *d-e* | 915 Olive St. | St. Louis, Mo | Ray B. Simpson<br>A. E. Fetzner |
| SKALA COMPANY, R. J., *d* | 608 S. Dearborn St. | Chicago, Ill. | R. J. Skala |
| SKINNER ADV. AGENCY, JAY H., *b-d-i* | Sterling Bldg. | Houston, Tex. | Jay H. Skinner<br>H. Wirt Steele |
| SLACK, WALTER | Drexel Bldg. | Philadelphia, Pa. | Walter Slack |
| SLOAN, ADVERTISING, CHARLES M., *e-f* | 310 S. Michigan Ave. | Chicago, Ill. | |
| SMALL, FRED GLEN, *f* | 71 West 35th St. | New York City | |
| SMALL, KLEPPNER & SEIFFER, INC., *a* | 469 Fifth Ave. | New York City | A. Koff |
| SMITH ADVERTISING CO., ALLEN C., *a-e* | 912 Baltimore | Kansas City, Mo. | Allen C. Smith<br>E. Blanke<br>H. Kellar |
| SMITH, ADVERTISING AGENCY, C. BREWER, *a-e* | 27 School St. | Boston, Mass. | Miss M. V. Creaser |
| SMITH ADVERTISING AGENCY, CLYDE H., *d* | 2017 Grand Ave. | Kansas City, Mo. | Clyde H. Smith<br>R. D. Smith |
| SMITH & DRUM, INC., *a-e-f* | 739 S. Hope St. | Los Angeles, Cal.* | T. V. Smith |
| | Woodlark Bldg | Portland, Ore. | |
| PREMIER HOUSE | Securities Bldg | Seattle, Wash. | |
| | 310 Sansome St. | San Francisco, Cal. | |
| SMITH-PATTERSON-ALLEN, INC., *d-e-f* | 55 Allyn St. | West Hartford, Conn. | A. H. Patterson |
| SMITH, SCHREINER & SMITH, INC., *e-f* | 323 Fourth Ave. | Pittsburgh, Pa. | M. D. Hessler |
| SMITH-SINES & COMPANY, *d* | 211 Broad St. Bank Bldg. | Trenton, N. J. | |
| SMITH, STURGIS & MOORE, INC., *a-e-h* | 370 Lexington Ave. | New York City | H. H. Gardner |
| | 140 Federal St. | Boston, Mass. | |
| | Premier House, Southampton Row, London, W.C.1. | London, England | |
| SNOW & STAFF, INC., WALTER B., *a-e-f-h* | Statler Bldg. | Boston, Mass. | |
| SOMMER ADVERTISEMENT AGENCY, F. N., *a-e* | 810 Broad St. | Newark, N. J. | Emil J. Hensler |
| SOUTHEASTERN ADVERTISING AGENCY, *a-b-e-f* | 501 Savannah Bank & Trust Bldg. | Savannah, Ga. | John L. Williams<br>B. M. Williams |
| SOUTHWICK COMPANY, *f* | 19 East 47th St. | New York City | Gilbert G. Southwick |
| SPANGLER ADV., RALF M. | 109 No. Clark Drive | Los Angeles, Cal. | |
| SPARROW ADVERTISING AGENCY, INC., *a-b-e* | 700 Farley Bldg. | Birmingham, Ala. | Paoli A. Smith<br>J. D. Dukes |
| FRANKLIN SPIER & AARON SUSSMAN, INC., *a-d* | 24 West 40th St. | New York City | Franklin Spier<br>Aaron Sussman<br>Russell Hamilton |
| SPINNING, INC., ROLFE C., *a-e-f* | 5057 Woodward Ave. | Detroit, Mich. | Rolfe C. Spinning<br>Wm. C. Dudgeon<br>John W. Taylor |
| SPOLANE COMPANY, FRED'K A. | 101 Park Ave. | New York City | Fred'k A. Spolane<br>Evelyn C. Richey |
| SPROAT COMPANY, W. E., *d* | 520 No. Michigan Ave. | Chicago, Ill. | R. E. Sproat |
| STAAKE & SCHOONMAKER COMPANY, *d-e* | 1501 American National Bank Bldg. | Kalamazoo, Mich. | Paul C. Staake<br>Carl B. Schoonmaker |
| STACK-GOBLE ADVERTISING AGENCY, *d-e* | 8 S. Michigan Ave. | Chicago, Ill. | H. L. Hulsebus |
| | 400 Madison Ave. | New York City | F. M. Reed |
| | United Artists Bldg | Detroit, Mich. | |
| STANDARD ADVERTISING AGENCY | 603 Granite Bldg. | St. Louis, Mo. | Ira M. R. Sheets |
| STANDARD ADVERTISING AGENCY, INC | 2 West 45th St. | New York City | E. H. Karn |
| STANDISH ADVERTISING AGENCY, GRANVILLE S., *a-e* | 507 Union Trust Bldg. | Providence, R. I. | Margaret T. Deasy |
| STANFORD ADVERTISING AGENCY, CALVIN, *b-e-f* | Connally Bldg. | Atlanta, Ga. | Clavin Stanford |
| STAPLES & STAPLES, INC., *b-e* | 10 S. 10th St. | Richmond, Va. | |
| STARCH & STAFF, DANIEL, *a-e-h* | 1374 Massachusetts Ave. | Cambridge, Mass. | Gilbert Goold, New York |
| | 420 Lexington Ave. | New York City | |
| STARK ADVERTISING AGENCY, INC. | 413 Martin Brown Bldg. | Louisville, Ky. | John E. Davis |
| STARR-HUNT AGENCY, JACK, *d* | San Juan de Letran 21 | Mexico, D. F. | Jack Starr-Hunt<br>A. L. Arroyo |
| STEDFELD COMPANY, INC., THE H. L. | General Motors Bldg. | New York City | William Prager<br>Harold Kathman |
| STEIGMEYER ADVERTISING, CLEM J. | 216 Central Bldg. | Fort Wayne, Ind. | Clem J. Steigmeyern |
| STEINIGER-CLARK & ASSOCIATED ARTISTS | Studio Bldg | Kansas City, Mo.* | Max S. Clark |
| | 7-11 Spruce St | New York City | |
| STENTON, ADVERTISING, *f* | 1733 Park St. | Hartford, Conn. | |
| STEPHENS & MARSH | 35 E. Wacker Drive | Chicago, Ill. | |
| STERLING ADV. AGENCY | 700 S. Council St. | Muncie, Ind. | |
| STERNAU, ARTHUR R. | 1700 Sansom St. | Philadelphia, Pa. | |
| STERNFIELD-GODLEY, INC., *d-e* | 280 Broadway | New York City | Philip Scheft |
| STEUERMAN ADV. AGENCY, *a* | 370 Lexington Ave. | New York City | N. Fain |
| STEVENS ADV. AGENCY, FRED. D., *d* | 27 Devereux St. | Utica, N. Y. | Fred. D. Stevens |
| STEVENS-DAVIS COMPANY, THE | 1234 Jackson Blvd | Chicago, Ill. | Chas. C. Swearinge |
| STEVENS AGENCY, HERMON W., *a-e* | 306 Globe Bldg. | Boston, Mass. | H. W. Stevens |
| STEVENS COMPANY, JEWELL F. | 19 S. La Salle St. | Chicago, Ill. | |
| STEVENS, INC., *d-e-f* | 809 Assn. of Commerce Bldg. | Grand Rapids, Mich. | |
| STEVENS & WALLIS, INC., *d* | 45 W. So. Temple St. | Salt Lake City, Utah | Stringam A. Stevens |
| | 1108 1st Nat. Bk. Bldg. | Ogden, Utah | David W. Evans |
| STEWART-DAVIS ADVERTISING AGENCY, *a-e-h* | 400 N. Michigan Ave. | Chicago, Ill. | |
| STEWART, HANFORD & FROHMAN, INC., *a-e-f* | 11 James St. | Rochester, N. Y.* | Albert T. Stewart |
| | 10 East 40th St. | New York City | Lester A. Casler<br>Ralph M. Cole<br>Robert S. Hanford<br>S. H. Hanford<br>Jack Knabb<br>F. A. Partenheimer |
| STEVENS ADVERTISING AGENCY, WILLARD E. | 20 E. Jackson Bldg. | Chicago, Ill. | Merle V. Cox<br>Willard E. Stevens<br>A. E. Roberts |

(*Continued on page* 161)

N.Y. World Telegram • Utica Observer Dispatch • Youngstown Telegram
Rochester Times Union • Beaumont Enterprise Journal • Beacon News

JAMES WILLIAM THOMAS
Newspaper Architecture & Engineering
3868 Carnegie Ave Cleveland Ohio

Brooklyn Eagle • Akron Times Press • Royal Oak Tribune • Houston Press
Cleveland Press • Newark Advocate • Pittsburgh Press • Cincinnati Post

(For Explanation of Key Letters See Page 144)

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 160)

| | Address | | Space Buyers |
|---|---|---|---|
| STEWART-JORDAN CO., INC., *a* | 1500 Chestnut St | Philadelphia, Pa | George B. Snyder |
| STEWART-TAYLOR COMPANY, *d* | 322 W. Michigan St | Duluth, Minn | L. E. Marvin<br>A. T. S. Yates |
| STOCKMAN ADVERTISING AGENCY, A. M., *e-f* | 239 West 30th St | New York City | L. A. Stockman |
| STOCKWELL & MARCUSE, *d* | 1824 National Bank Bldg. | Detroit, Mich | Philip R. Marcuse<br>William H. Stockwell |
| STONE, STEVENS & LILL, INC., *b-d* | 720 Whitney Bldg | New Orleans, La | Miss Margot Burvant |
| STOREY, DANIEL H | 1111 First St | Wausau, Wis | Daniel H. Storey |
| STORM CO., INC., CHARLES M., *a* | 16 East 42nd St | New York City | Edward Klein |
| STORM & SONS, INC., JULES P., *a* | 41 East 42nd St | New York City | L. K. Storm |
| STRAIN, INC., J. IRVIN, *d-e* | Eutaw and Biddle Sts | Baltimore, Md | J. Irvin Strain |
| STRANG & PROSSER ADVERTISING AGENCY, *a-e-h* | L. C. Smith Bldg | Seattle, Wash | Frank C. Daig |
| STREET & FINNEY, INC., *a-e* | 71 W. 35th St | New York City* | John F. Mayer |
| | 316 Statler Bldg | Boston, Mass | |
| STUART, INC., CHAS. R., *a-d* | 625 Market St | San Francisco, Calif.* | Georgia Friedman |
| | 1402 Detwiler Bldg | Los Angeles, Calif | |
| SUEDHOFF & COMPANY, INC., *e-d* | 921 Citizens Trust Bldg | Fort Wayne, Ind | D. W. Long |
| SUGDEN ADVERTISING CO., J. L., *a-e* | 307 N. Michigan Ave | Chicago, Ill.* | Earle K. Baker, Jr. |
| | Gas-Electric Bldg | Rockford, Ill | |
| SULLIVAN, PRICE, RELKIN & ROEDING, INC | 1450 Broadway | New York City | |
| SUMNER CO., INC., G. LYNN, *d-e-f-h* | 285 Madison Ave | New York City | C. L. Youmans |
| SUN ADVERTISING COMPANY, *e-f* | 2325 Madison Ave | Toledo, Ohio | Richard C. Carr |
| SUN PRINTING HOUSE | 3651 Germantown Ave | Philadelphia, Pa | |
| SUPERIOR ADVERTISING SERVICE | | Le Center, Minn | |
| SUTHERLAND COMPANY, K. R. | 234 Clarendon St | Boston, Mass | |
| SUTTER, SAMUEL M | 1441 Times Square | Detroit, Mich | Samuel M. Sutter |
| SWEENEY & JAMES CO., INC., *a-e* | 520 Bulkley Bldg | Cleveland, Ohio* | John W. Coltman |
| | 2525 Firestone Blvd | Los Angeles, Calif | |
| SWENSON CO., HILMER V., *a-e* | 1801 Byron St | Chicago, Ill.* | |
| | 1127 Pine St | St. Louis, Mo | |
| SWITZER ADVERTISING SERVICE, *e* | 619 Architects Bldg | Indianapolis, Ind | |
| SYVERSON-KELLEY, INC., *a-e* | 608 Mohawk Bldg | Spokane, Wash | A. H. Syverson |

### T

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|---|---|---|---|
| TAYLOR CO., ROBERT N., *e* | Washington Bldg | Washington, D. C | |
| TEAS INCORPORATED, PAUL, *e-f* | 1921 Guarantee Title Bldg. | Cleveland, Ohio | J. C. Patterson |
| TERRY-TEBAULT ADVERTISING | Bedell Building | Portland, Ore | C. W. Terry-Tebault |
| THIELECKE ADVERTISING AGENCY, *d* | Parkview Bldg | Colorado Springs, Colo. | Henry E. Thielecke |
| THOMAS, RUPERT, *f* | 22 East 40th St | New York City | Rupert Thomas |
| THOMPSON CO. ADV. SERVICE, H. A | 116 So. Salina St | Syracuse, N. Y | |
| THOMPSON COMPANY, J. WALTER, *a-c-e-f-h* | 420 Lexington Ave | New York City* | Sidney W. Dean, Jr., New York |
| | 410 No. Michigan Ave | Chicago, Ill | George Dibert, Chicago |
| | Union Central Bldg | Cincinnati, Ohio | |
| | Shell Bldg | San Francisco, Cal | George Pearson, Chicago |
| | Petroleum Securities Bldg. | Los Angeles, Cal | |
| | Shell Bldg | St. Louis, Mo | |
| | Dominion Square Bldg | Montreal, Que., Can | |
| | Canada Permanent Bldg. | Toronto, Ont., Canada. | |
| | Bush House, Aldwych, W. C. 2 | London, England | |
| THOMPSON-KOCH CO., *e* | 32 West 6th St | Cincinnati, Ohio | |
| THORNDIKE, RICHARD | 1235 Industrial Trust Bldg | Providence, R. I | |
| THRIFT, TIM | 7016 Euclid Ave | Cleveland, Ohio | |
| THWING, INC., WALTER E., *a-e* | 444 Madison Ave | New York City | Walter E. Thwing<br>Russell L. Scriven |
| TOLLE ADVERTISING, NORMAN W., *d* | 631 Third Ave | San Diego, Cal | Norman W. Tolle<br>Harry W. Witt |
| TOMASCHKE-ELLIOTT, INC., *d* | 1624 Franklin St | Oakland, Calif | Wallace F Elliott |
| TOMOWSKE ADVERTISING AGENCY, *a-e* | 616 Chronicle Bldg | Spokane, Wash | Ernest Tomowske |
| TOPPING & LLOYD, INC., *a-e-f* | 485 Madison Ave | New York City | Wm. M. Engelmann |
| TOUZALIN AGENCY, CHARLES H., *a-e* | 7 S. Dearborn St | Chicago, Ill | O. T. Anderson |
| TOWELL, INCORPORATED, ARTHUR, *a-e* | 119 Monona Ave | Madison, Wis | Owen Lyons |
| TRACY-LOCKE-DAWSON, INC., *a-b-e-f-h-i* | Majestic Bldg | Dallas, Tex.* | H. E. Hendrick, Dallas |
| | Continental Oil Bldg | Ponca City, Okla | |
| | 22 East 40th St | New York City | Monty Mann, New York |
| TRACY-PARRY COMPANY, INC., *a-e-h* | Ledger Bldg | Philadelphia, Pa | James C. Gibson |
| TRACY, INC., W. L., *d* | 205 East 42nd St | New York City | |
| TRADES ADV. AGENCY, *a-e-h* | 180 Madison Ave | New York City | Josephine Cone |
| TRANSIT ADVERTISERS, INC | Rockefeller Centre, 30 No. Plaza | New York City | |
| | North Station | Boston, Mass | |
| TRAPP ADV. AGENCY, THE C. H. | 722 Chestnut St | St. Louis, Mo | C. H. Trapp<br>E. E. Kromnacker |
| TRYON, GEORGE W., *d* | 15 East 40th St | New York City | |
| TURNER, JAMES H., *d-e* | 520 N. Michigan Ave | Chicago, Ill | John K. Turner<br>James H. Turner |
| TUTHILL ADVERTISING AGENCY, INC., *a-e-f* | 1133 Broadway | New York City | R. I. Coley |
| TWEED COMPANY, R. E | 1701 Walnut St | Philadelphia, Pa | Laurence Davis<br>H. G. Sommers |
| TYNION, ADVERTISING, DAVID A., *e* | 206 E. Genesee St | Syracuse, N. Y | R. S. Valentine |
| TYSON & CO., INC., O. S., *e-f-h* | 230 Park Avenue | New York City* | |
| | 41 Chestnut St | Rochester, N. Y | |
| TYSON-RUMRILL ASSOCIATED, *h* | 41 Chestnut St | Rochester, N. Y | |

### U

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| ULLMAN, ADVERTISING, ROLAND C. E., *d-f* | 1520 Locust St | Philadelphia, Pa | Mrs. A. A. Schenck |
| UNITED ADVERTISING AGENCY, *a-e-h* | 8 West 40th St | New York City* | F. G. Mattee |
| | Lefcourt-Newark Bldg | Newark, N. J | |
| | 833 State St | New Haven Conn | |
| UNITED ADVERTISING COMPANIES, INC., *a-e* | 400 West Erie St | Chicago, Ill | N. J. McMahon<br>P. A. Robinson<br>L. C. Rathbon |
| UNITED SERVICE ADVERTISING, *e* | 972 Broad St | Newark, N. J | Emanuel Loudon<br>Morris Loudon |
| UNITED STATES ADVERTISING CORPORATION, *a-e-f* | 240 Huron St | Toledo, Ohio* | R. J. Faller, Toledo |
| | 250 West 57th St | New York City | C. Wohlpart, New York |
| | 333 No. Michigan Ave | Chicago, Ill | |
| UNWIN ADVERTISING AGENCY, *d* | 5144 14th Ave | Detroit, Mich | B. V. Unwin |
| URDANG, HARRY, *e* | 1107 Broadway | New York City | |
| URMY, LOUIS V., *d-e* | 41 Park Row | New York City | |

### V

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|---|---|---|---|
| VAN AUKEN-RAGLAND, INC., *d-e-f* | 400 W. Madison St | Chicago, Ill | K. L. Van Auken<br>C. A. Ragland<br>L. J. Reynolds<br>B. F. Stevens |
| VAN DeMARK, CURTIS W., *e* | 514 Main St | Cincinnati, Ohio | James Adams |
| VANDEN COMPANY, THE, *f* | 612 No. Michigan Ave | Chicago, Ill | C. W. Vanden |
| VAN SANT, DUGDALE & CO., INC., *a-e-f-h* | 205 Court Square Bldg | Baltimore, Md.* | |
| | Syracuse Bldg | Syracuse, N. Y | |
| VAN TINE, RUSSELL H., *d* | Drexel Bldg | Philadelphia, Pa | |
| VARS, INCORPORATED, ADDISON, *a-e-f* | Vars Bldg | Buffalo, N. Y | |
| VAUGHAN, ADVERTISING, BURTON E., *a-b-e* | Pyramid Life Bldg | Little Rock, Ark | Burton E. Vaughan<br>Alvin L. Kline |
| VAUTRAIN, INC., CHARLES E., ASSOCIATES | 560 Dwight St | Holyoke, Mass | Charles E. Vautrain |
| VENABLE-BROWN COMPANY, *a-e-f* | 221 East 4th St | Cincinnati, Ohio | Bruce W. Brown,<br>Bryant Venable |
| VINCENT & VINCENT ADV. AGENCY, *e* | 421 Artisans Bldg | Portland, Ore | |
| VIRGINIAN ADVERTISING SERVICE CO., INC | Post Office Bldg | Brentwood, Md | H. O. Mains |
| | Citizens Bank Bldg | Wilmington, Del | |
| VOGEL & COMPANY, JOSEPH S. | 24 Commerce St | Newark, N. J | Joseph Spiel Vogel |
| VOLKMANN ADV. AGENCY, *a-e* | 25 W. 54th St | New York City | F. M. Ebeling |
| VON GLAHN & CO., D | 2906 Woolworth Bldg | New York City | D. Von Glahn |
| VOORHEES & COMPANY | 116 Nassau St | New York City | |
| VREDENBURGH-KENNEDY CO., INC., *a-e* | 171 Madison Ave | New York City | |

### W

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|---|---|---|---|
| WADE ADVERTISING AGENCY, *a-e* | 208 W. Washington St | Chicago, Ill | E. N. Nelson |
| WADSWORTH & WALKER, INC., *a-e-f* | 122 East 42nd St | New York City | Ralph K. Wadsworth<br>Robert M. S. Walke<br>B. B. Halleck |
| WALD ADVERTISING AGENCY, S., *a* | 100 West 42nd St | New York City | J. A. Frank<br>A. Wald |
| WALDRON ADV. AGENCY, L. H., *a-e* | 19 West 44th St | New York City | Miss T. Jane Stimson, New York |
| | Monadnock Bldg | San Francisco, Cal | Winthrop Martin, San Francisco |
| WALES ADVERTISING COMPANY, INC., *a-c-f-h* | 230 Park Ave | New York City | T. M. Kols |
| WALKER ADVERTISING AGENCY, *a-e* | 1211 Russ Bldg | San Francisco, Cal | |
| WALKER ADVERTISING AGENCY, W. E., *e* | 111 King St | Madison, Wis | W. E. Walker<br>L. W. Johnson |
| WALKER & DOWNING, *a-e-f* | Oliver Bldg | Pittsburgh, Pa | |
| WALTER, INC., A. D | 601 Granite Bldg | Pittsburgh, Pa | Alex. D. Walter |
| WALTON ADVERTISING & PRINTING CO., *d-e* | 88 Broad St | Boston, Mass | Perry Walton |
| WALTZ ADVERTISING AGENCY, ALDIS D., *d* | 903 W. 7th St | Los Angeles, Cal | |
| WANK & WANK, *d-e* | 580 Market St | San Francisco, Cal | |
| WARDELL ADV. CO., S. E | 154 Nassau St | New York, N. Y | S. E. Wardell<br>Parker Wildermuth |
| WARMAN & HALL, INC., *d-e* | 433 Jackson Bldg | Buffalo, N. Y | Robert B. Warman<br>Melvin F. Hall |
| WARNER-CLIFTON, *d* | 369 Pine St | San Francisco, Cal | W. S. Warner |
| WARSHAK-WARREN ASSOCIATES, *d* | 386 Fourth Ave | New York City* | J. J. Rosenberg |
| | 166 Rue St. Honore | Paris, France | |
| WASSON ADVERTISING CO., I. B., *a-e* | Manufacturers Exch. Bldg. | Kansas City, Mo | |
| WALTERS & McLEOD, *d-e* | 1206 Maple Ave | Los Angeles, Cal | |
| WATTS ADVERTISING, INC., DON, *d* | 502 World Bldg | Tulsa, Okla | Oscar E. Payne<br>Don Watts |
| WAYNESBORO ADVERTISING AGENCY, *d* | Hotel Anthony Wayne Bldg | Waynesboro, Pa | |
| WEBB, ADVERTISING, D. STUART, *d* | 306 N. Gay St | Baltimore, Md | |
| WEBB ADV. CO., FRANK D., *a* | 10 W. Read St | Baltimore, Md | A. J. Coleman<br>Calvert Chapin |
| WEBB ADVERTISING, HENRY | U. B. Bldg | Dayton, Ohio | Henry Webb |
| WEIDENHAMER & ASSOCIATES, JOHN P., *d* | P. O. Box 1024 | Harrisburg, Pa | John P. Weidenhamer |
| WEILER ADVERTISING AGENCY, SIDNEY H., *a-e* | 1420 Chestnut St | Philadelphia, Pa | Samuel Taubman<br>George Beckenbaugh |
| WEILL COMPANY, INC., THE ARMAND S. | 17 Court St | Buffalo, N. Y | Armand S. Weill<br>Harold C. Desbecker |
| WEINBERG ADVERTISING COMPANY, MILTON, *d* | 325 West 8th St | Los Angeles, Cal | E. Cousino |
| WEINGARTEN ADV. AGENCY, M. *d-e-f* | 45 W. 34th St | New York City | M. Weingarten<br>J. Weingarten |
| WEINSTOCK COMPANY, THE E. J. *d* | 1822 Hotel Statler | Buffalo, N. Y | |
| WELTON, ADVERTISING, ARTHUR D., *d* | 844 Rush St | Chicago, Ill | Arthur D. Welton |
| WENDT ADVERTISING AGENCY. | 1060 Spitzer Bldg | Toledo, Ohio | Harold F. Wendt |
| WERTHEIM, J. L., *a* | 58 E. First St | New York City | |
| WERTHEIMER COMPANY, INC., L. D., *a-d-e-h* | 250 Park Ave | New York City | M. Mitchell |
| WESLEY ASSOCIATES, *a-f* | 225 W. 34th St | New York City | Harry Weiner |
| WEST, FRED CURREY, *e* | 166 Le Grande Blvd | Aurora, Ill | |
| WESTCO ADVERTISING AGENCY, *d* | Robert Dollar Bldg. | San Francisco, Cal | E. E. Sylvestre<br>R. W. Stafford |
| WESTERN ADVERTISING AGENCY, *d-e-h* | 214 Fifth St | Racine, Wis.* | T. J. Brokaw, Racine |
| | 35 East Wacker Dr. | Chicago, Ill | T. E. Stokes, Chicago |
| WESTERN ADVERTISING CO., INC. | 309 G St | San Diego, Cal | R. B. Lee |
| WESTERN AGENCY, INC., *a-d-e* | 633 Skinner Bldg. | Seattle, Wash | Asahel Curtis, Jr. |
| WESTON-BARNETT, INC., *a-e* | 370 Wrigley Bldg | Chicago, Ill | A. C. Barnett, Chicago |
| | Weston Bldg | Clinton, Iowa | Wells H. Barnett, Waterloo<br>P. Taylor, Waterloo |
| WHIDDEN ADV. AGENCY, GUY C., *e* | 518 Bulletin Bldg | Philadelphia, Pa | |
| WHITE ADVERTISING AGENCY, *d-e* | 301 Henry S. E | Grand Rapids, Mich | Georgia E. White<br>Dorothy Hart<br>Cecile Thomson |
| WHITE CO., FRANK E., *d-e* | 509 17th St | Denver, Colo | |
| WHITTEN, INC., EDMUND S., *f* | 216 Tremont St | Boston, Mass | |
| WIERENGO & STAFF, INC., JOHN L., *e-f* | 610 Building & Loan Bldg. | Grand Rapids, Mich | J. L. Wierengo |
| WIGHTMAN, LUCIUS L., *f* | 309 State St | New London, Conn | |
| WILLIAMS, ALBERT D., *e* | Box 1346 | Charleston, W. Va | |
| WILLIAMS & CO., JOHN D., *d* | 7 Water St | Boston, Mass | John D. Williams |
| WILLIAMS, INC., OTIS CARL, *d* | 201 Commercial St | Worcester, Mass | O. C. Williams |
| WILLIAMS & SAYLOR, INC., *a-e-f* | 485 Madison Ave | New York City | Miss G. Linker |
| WILLIAMS ADVERTISING SERVICE, WILLIAM J. | Pythian Bldg | Kalamazoo, Mich | W. J. Williams |
| WILLIAMSON-THOMAS, *b* | 424 N. C. Bank Bldg | Greensboro, N. C | R. S. Williamson |
| WILLIS CORPORATION, P. P., *a* | 105 W. Adams St | Chicago, Ill | C. M. Faben |
| WILSON & BRISTOL, INC., *e* | 501 5th Ave | New York City | J. G. Gindler |
| WILSON CO., INC., *e* | 176 W. Wisconsin Ave | Milwaukee, Wis | |
| WILSON, INC., EDWIN BIRD, *a-e-h* | 120 Wall St | New York City | |
| WILSON & HAIGHT, INC., *e* | 410 Asylum St | Hartford, Conn | |
| WINNINGHAM, INC., C. C., *a-e* | General Motors Bldg | Detroit, Mich | George B. Sherman |
| WINTER ADVERTISING AGENCY, N. A., *d-e* | 805 Register & Tribune Bldg | Des Moines, Iowa | N. A. Winter |
| WISDOM, INC., WILLIAM B., *b-d* | American Bank Bldg | New Orleans, La | D. Donnand<br>W. B. Wisdom |

(*Continued on page* 162)

**(For Explanation of Key Letters See Page 144)**

## ADVERTISING AGENCIES AND THEIR SPACE BUYERS—U. S.

(*Continued from page* 161)

| | Address | | Space Buyers |
|---|---|---|---|
| WITTE & BURDEN, *f.* | 8826 3rd Ave. | Detroit, Mich. | W. W. Burden<br>P. F. Witte<br>K. A. Fostic |
| WOLCOTT & HOLCOMB, INC., *a-f* | 80 Federal St.<br>60 East 42nd St. | Boston, Mass.*<br>New York City | Clifton H. Day |
| WOLFF, ADVERTISING, MAURICE | 801 Wesley Temple Bldg. | Minneapolis, Minn. | Maurice Wolff |
| WOOD, PUTNAM & WOOD, CO., *a-e* | 209 Washington St. | Boston, Mass. | A. H. Wood, Jr.<br>M. Ayers<br>Andrew Benjamin |
| WOODMAN-STEWART CO., *e.* | 111 N. Canal St. | Chicago, Ill. | |
| WOOLEY, INC., CLOYD F., *a-e* | 306 Steel Bldg. | Denver, Colo. | Mark L. Mulligan |
| WORLD WIDE ADVERTISING CORPORATION, *a-e* | 11 West 42nd St. | New York City | Ellis J. Finch |
| WORTMAN, BROWN & CO., *e.* | 417 Mayro Bldg. | Utica, N. Y. | |
| WRIGHT, GEORGE WILFRED, *d-e* | 40 Clinton St. | Newark, N. J. | |
| WRIGHT CO., W. L., *e* | 62 St. Paul St. | Rochester, N. Y. | W. L. Wright<br>P. W. Lyddon |

### Y

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|---|---|---|---|
| YARRINGTON & CEDAR, INC | One Park Place | New York City | Milton M. Yarrington<br>Rex Cedar |
| YATES, INC., FRED D., *a-e* | 150 Nassau St. | New York City | |
| YEARWOOD ADVERTISING AGENCY, R. L., *d* | 421 Third St., Central Office Bldg. | Mercedes, Texas | R. L. Yearwood |
| YOST ADV. CO., INC., *e* | International Life Bldg. | St. Louis, Mo. | |
| YOST, ADVERTISING AGENCY, CHARLES E., *a-e* | Henry W. Oliver Bldg. | Pittsburgh, Pa. | L. H. Neiplin<br>C. E. Yost |
| YOUNG ADVERTISING COMPANY, J. O. | 1207 Grand Ave. | Kansas City, Mo. | K. M. Corwin<br>J. O. Young, Jr. |
| YOUNG & RUBICAM, INC., *a-e-h* | 285 Madison Ave.<br>221 N. LaSalle St.<br>7430 Second Blvd.<br>Atlantic Bldg. | New York City*<br>Chicago, Ill.<br>Detroit, Mich.<br>Philadelphia, Pa. | E. J. Byrne<br>A. B. Pratt<br>Robert E. Clayton |
| YOUNT COMPANY, THE, *e* | 705 State St. | Erie, Pa. | Malcolm A. Yount |
| YOUNGS ADVERTISING AGENCY, *d* | 660 Mission St. | San Francisco, Cal. | H. W. Leonard<br>Robt. B. Young |

### Z

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| ZABIN ADV. AGENCY, ALFRED P., *e* | 56 W. 45th St. | New York City | A. P. Zabin<br>R. Samuels |
| ZIMMER-KELLER, INC., *a-e* | 2210 Park Ave. | Detroit, Mich. | H. R. Klein |
| ZINN & MEYER, INC., *a-e* | 1819 Broadway | New York City | |
| ZIV, INC., FREDERIC W., *e.* | 1407 Ingalls Bldg. | Cincinnati, O. | Frederic W. Ziv<br>Justin E. Bell<br>R. J. Savage<br>R. B. Rosenthaler |
| ZUPPANN ADV. AGENCY, *d* | Kiesel Bldg. | Ogden, Utah | W. E. Zuppann |

## CANADIAN AGENCIES AND THEIR SPACE BUYERS

### A

| | Address | | Space Buyers |
|---|---|---|---|
| ATLANTIC ADVERTISING AGENCY | | Sackville, N. B.<br>Saint John, N. B. | C. C. Avard<br>J Sheldon<br>Roy B. Scott |

### B

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|---|---|---|---|
| BAKER ADV. AGENCY, LTD., *a-c-e* | 199 Bay St. | Toronto, Ont. | Wilfred Nichols |
| BENWELL, CURRAN, ATKINS, LTD., *c-d* | 311 Hastings St. West | Vancouver, B. C. | York Wilson |
| BLAIKIE ADV. AGENCY, LTD., DUNCAN S., *c-d* | 1411 Stanley St. | Montreal, P. Q. | A. M. Blaikie |
| BROOKE, SMITH & FRENCH, INC., *a-c-f-h* | 82 East Hancock Ave.<br>275 Craig St., West<br>204 Richmond St., West. | Detroit, Mich.<br>Montreal, P. Q.<br>Toronto, Ont. | Herbert R. Bayle<br>David B. Hinchman |

### C

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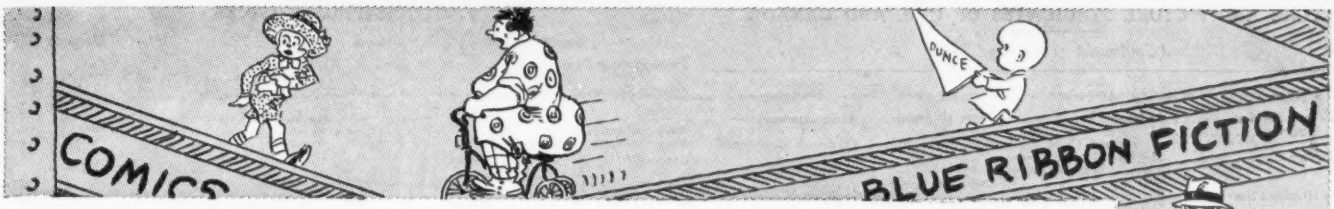


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| NEA Service, Inc. | 1200 W. 3d st., Cleveland, Ohio; 461 Eighth ave., New York | Peter Edson; Fred S. Ferguson, pres. | Herbert W. Walker, vice-pres., bus. mgr. |
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(*Continued from page* 168)

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| DeBoth Home Makers' Schools | 1953 Graybar Bldg., New York; 224 E. Ontario St., Chicago | | Miss Jessie M. DeBoth, dir. |
| Home Economics Service Corp. | 247 Park ave., New York | | |
| Interstate Home Making Schools | 2096 Grand Ave., St. Paul, Minn. | | |
| National Live Stock and Meat Board | Chicago, Ill. | | |
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| Keyes Advertising Service | Peru, Ind. | | J. L. Keyes |
| Religious Copy Service | Ardmore, Pa. | Herbert H. Smith | A. D. Hosterman |
| Scriptural Research Bureau of Hollywood | 332 No. Orlando, Hollywood, Calif. | Joseph Hallinan | L. G. Christensen |
| William Southern, Jr. | Independence, Mo. | Wm. Southern, Jr. | Wm. Southern, Jr. |

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| General Press Association | 1157 National Press Bldg., Washington, D. C. | George H. Manning | George H. Manning |
| King Editors Features | Glen Ridge, N. J. | A. Rowden King | A. Rowden King |
| New Jersey Trade News Bureau | 93 N. William st., Bergenfield, N. J. | Chas. S. Zack | Chas. S. Zack |
| Universal Trade Press Syndicate | 598 Madison ave., New York | | Myron S. Blumenthal |

## SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

**Akron, University of**, Akron, Ohio. Direction English dept. Faculty: Ulysses S. Vance, editor and instructor. Enrollment: 40 day, 25 night. Publications: The Buchtelite (a-w), day session; Hilltop Evening Star (M), night session. Organizations: Alpha Phi Gamma Co-educational.

**Albion College**, Albion, Mich. Direction English dept., with provisions for a speech-journalism major. Faculty: Kenneth G. Hance. Enrollment: 50. Publications: Albion College Pleiad (w); The Albionian (a); Campus Directory (a). Awards: Membership in Alpha Phi Gamma; annual cash prize for proficiency in composition. Co-educational.

**Alfred University**, Alfred, N. Y. Direction English dept. Faculty: Prof. W. M. Burditt. Enrollment: 30. Publications: Fiat Lux. Awards: Pin. Co-educational.

**Arkansas, University of**, Fayetteville, Ark. Department. Faculty: W. J. Lemke, director; J. A. Thalheimer, Marvin Hurley. Enrollment: 72. Publications: Arkansas Traveler (w); Arkansas Agriculturist (m); Arkansas Engineer (q). Organizations: Kappa Tau Alpha. Co-educational.

**Baylor University**, Waco, Texas. Department. Faculty: Frank E. Burkhalter, chairman; Elton L. Miller, asst. Enrollment: 50. Publications: Lariat (d). Round-Up (a). Co-educational.

**Beloit College**, Beloit, Wis. Direction English dept. Faculty: James B. Gage, instructor. Course taught in alternate years; not this year. Publications: Beloit Alumnus. Co-educational.

**Boston University**, 525 Boylston street, Boston. Department. Faculty: Prof. Harry B. Center, head; Prof. John C. Scammell; Prof. Max R. Grossman; Biagio DiVenuti. Enrollment: 106 degree students; 126 special students in evening session. Publications: Boston University News. Organizations; Kappa Tau Alpha. Co-educational.

**Bradley Polytechnic Institute**, Peoria, Ill. Direction English dept. Faculty: Edward N. Doan. Enrollment: 20. Publications: Bradley Tech (w); Polyscope (a); Organizations: Alpha Delta. Award: Henry M. Pindell Memorial Award. Co-educational.

**Bucknell University**, Lewisburg, Pa. Direction English dept. Faculty: Prof. Lewis E. Theiss. Enrollment: 35. Publications: The Bucknellian (w); L'Agenda (a); The Belle Hop (m). Organizations: Pi Delta Epsilon. Co-educational.

**Butler University**, Indianapolis, Ind. Department. Faculty: J. Douglas Perry, Norman R. Buchan. Enrollment: 75. Publications: The Butler Collegian. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: National Sigma Delta Chi Key. Co-educational.

**Chattanooga, University of**, Chattanooga, Tenn. Direction English dept. Faculty: Dr. E. S. Lindsey. Enrollment: 15. Publications: University Echo. Co-educational.

**Cincinnati, University of**, Cincinnati, Ohio. Specialized journalism courses offered only in evening school. Faculty: Allison Stanley, Joseph Sagmaster, William Wabnitz, instructors. Enrollment: 140. Co-educational.

**Coe College**, Cedar Rapids, Iowa. Department. Faculty: Ethel R. Outland, professor. Enrollment: 19. Publications: Coe College Cosmos (w); Acorn (a). Organizations: Di Delta Epsilon. Awards: Prizes of $15 and $5 for proficiency in reporting course. Co-educational.

**Colorado Agricultural College**, Fort Collins, Colo. Journalism under the direction of the Department of English and History. Faculty: James A. McCain. Enrollment: 22. Publications: Rocky Mountain Collegian. Organizations: Pi Delta Epsilon, Alpha Chi Alpha. Awards: Credits for work done on college papers. Co-educational.

**Colorado College**, Colorado Springs, Colo. Department. Faculty: Jack F. Lawson. Enrollment: 33. Publications: The Tiger (w); The Pikes Peak Nugget (yo). Co-educational.

**Colorado, University of**, Boulder, Colo. Department. Faculty: Ralph L. Crosman, head; A. Gayle Waldrop, assoc. prof.; Zell F. Mabee, assistant professor. Enrollment: 98. Publications: Silver and Gold (a-w); Colorado Sun; Window; Dodo-Coloradan (a). Organizations: Sigma Delta Chi; Theta Sigma Phi. Awards: Certificate. Co-educational.

**Colorado Woman's College**, Denver, Colo. Department. Faculty: Edward A. Collier, director. Enrollment: 31. Publications: The Colo-Wo-Co; The Skyline (yb); Student Director. Organizations: College Press Club. Awards: Cup.

**Columbia University**, Morningside Heights, New York. School. Faculty: Carl W. Ackerman, dean; J. W. Cunliffe, director emeritus; R. C. E Brown, C. P. Cooper, Walter B. Pitkin, professors; A. S. Will, associate professor; H. Brucker, assistant professor and assistant to the dean. Enrollment: 60. Publications: The Independent Journal. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Faculty, Residential, Katherine MacMahon, Pulitzer Traveling, Sackett Graduate, Harriet S. Phillips Scholarships. Co-educational.

**Commonwealth College**, Mena, Ark. Department. Faculty: William Cunningham; Clarice Cunningham, assistant. Enrollment: 13. Publications: Commonwealth College Fortnightly, Commonwealth Press Service, Revolit, Campus Bluff. Co-educational.

**Cornell College**, Mount Vernon, Iowa. Direction English dept. Faculty: Clyde Tull. Enrollment: 24. Publications: The Cornellian (w); The Ollapod; The Husk. Co-educational.

**Creighton University**, Omaha, Neb. College. Faculty: Rev. John Danihy, dean; Frank E. Pellegrin, Rev. Louis F. Doyle, assistant professors; Joseph P. Murphy, Edward T. Morrow, John M. Henry, instructors; Charles F. Bongardt, lecturer. Enrollment: 30. Publications: The Creightonian (w); The Creighton Quarterly, The Blue Jay (a); Creighton Alumnus (m). Awards: Editorships. Co-educational

**Dartmouth College**, Hanover, N. H. Professorship. Faculty: Eric P. Kelly, professor; Dean Chamberlin, instructor. Enrollment: 55.

**Denison University**, Granville, Ohio. Direction English dept. Faculty: Wallace Husted, public director; R. W. Whidden, faculty advisor. Enrollment: (—). Publications: The Denisonian (w); The Adytum (a). Organizations: Pi Delta Epsilon. Co-educational.

**DePauw University**, Greencastle, Ind. Direction English dept. Publications: The DePauw (tri-w); The DePauw Magazine (lit.); The Mirage (yb). Organizations: Sigma Delta Chi; Theta Sigma Phi; Alpha Delta Sigma. Co-educational.

**Detroit, University of**, Detroit, Mich. Department. Faculty: Donald L. McLaughlin, Victor X. Mitchell. Enrollment: 40. Publications: Varsity News (w); Tower (a). Co-educational.

**Drake University**, Des Moines, Iowa. Department. Faculty: Emery H. Ruby, director; Mrs. Velma Critz Stout, lecturer. Enrollment: 141. Publications: Drake Times-Delphic (w); Drake Alumnus (m) Quax. Organizations: Sigma Delta Chi; Theta Sigma Phi. Awards: Sigma Delta Chi award Co-educational.

**Eastern State Normal School**, Madison, S. D. Direction English dept. Faculty: Lois M. Drake. Enrollment: 15. Publications: The Eastern. Organizations: Sigma Tau Delta. Co-educational.

**Emory University**, Atlanta, Ga. Department. Faculty: Raymond B. Nixon, director; Harllee Branch, Jr. Enrollment: 33. Publications: Emory Wheel; Emory Phoenix, Emory Alumnus. Awards: Two Senior scholarships. Co-educational.

**Emporia, College of**, Emporia, Kan. Direction English dept. Faculty: E D. Whittlesey. Enrollment: 22. Publications: College Life (w); Alla Rah (a). Co-educational.

**Florida, University of**, Gainesville, Fla. Department of Journalism. Faculty: Elmer J. Emig, head; W. L. Lowry, assistant professor. Enrollment: 110. Publications: Florida Alligator. Organizations: Sigma Delta Chi, Fourth Estate Club. Awards: Sigma Delta Chi award, Dillon Achievement Cup.

**Florida A. & M. College**, Tallahassee, Fla. Journalism under the direction of the English dept. Faculty: C. C. Frazier, professor; Miss K. I. Hewitt. Enrollment: 15. Publications: The Famcean. Co-educational.

**Fort Hays Kansas State College**, Hays, Kan. Direction English dept. Faculty: Dr. R. R. Macgregor. Enrollment: 20. Publications: State College Leader, The Reveille (a). Co-educational.

**Fresno State Teachers College**, Fresno, Calif. Journalism under the directoin of the English dept. Faculty: Paul Vincent Sheehan. Publications: Collegian, Caravan and Campus. Organizations: Alpha Phi Gamma. Co-educational.

**Franklin College**, Franklin, Ind. Department. Faculty: R. E. Blackwell Enrollment: 15. Publications: The Franklin(w). Co-educational.

**Georgia, University of**, Athens, Ga. Henry W. Grady School. Faculty: John E. Drewry, director and professor; Edward C. Crouse, assistant professor; John F. Gallaway, assistant. Enrollment: 104. Publications: The Red and Black. Organizations: Sigma Delta Chi; Theta Sigma Phi. Awards: Phi Beta Kappa, Phi Kappa Phi, Sigma Delta Chi awards. Co-educational.

**Goucher College**, Baltimore, Md. Journalism under the direction of the English dept. Faculty: Harry Torsey Baker. Enrollment: 30. Publications: Goucher College Weekly, Kalends.

**Greenville Woman's College**, Greenville, S C. Direction English dept. Faculty: Elizabeth Donnald. Enrollment: 10. Publications: The Hornet. Awards: State Collegiate Press Assn. Co-ordinated with Furman University.

**Grinnell College**, Grinnell, Iowa. Department. Faculty: Herschel M. Colbert, director. Enrollment: 36. Publications:

(*Continued on page* 171)

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## SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

(*Continued from page* 170)

Scarlet and Black (s-w); Malteazer (m); Tanager (m). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

**Hamline University**, St. Paul, Minn. Journalism under the direction of the English dept. Faculty: T. P. Beyer, G. L. Peterson. Enrollment: 25. Publications: Hamline Oracle (w). Organizations: Phi Delta Epsilon. Co-educational.

**Hood College**, Frederick, Md. Direction English dept. Faculty: Dr. Esther E. Shaw, head; Mary Elizabeth Osborn, assistant professor. Enrollment: 10. Publications: The Blue and Grey. Blue and Grey awards.

**Howard College**, Birmingham, Ala. Journalism under the direction of the English dept. Faculty: Prof. R. H. Rohermel, Dr. A. H. Mason. Enrollment: 1,400. Publications: Howard Crimson. Co-educational.

**Hunter College of the City of New York**, Park avenue and 68th street, New York. Direction English dept. Faculty: Katherine Rochmis, Francis Kolars, DuBois K. Wiggins. Enrollment: 20. Publications: Bulletin, Echo, Wistarion. Awards: Miriam Weinberg Richter Award of $125.

**Idaho, University of**, Moscow, Idaho. Direction English dept. Faculty: Elmer F. Beth, assistant professor. Enrollment: 54. Publications: Idaho Argonaut, Blue Bucket, Gem of Mountains (a). Organizations: Press Club, Theta Sigma. Co-educational.

**Illinois, University of**, Urbana-Champaign, Ill. School. Faculty: Lawrence W. Murphy, director; Reuel R. Barlow, Otho Clarke Leiter, Josef F. Wright, Charles L. Allen, Frederick S. Siebert, Burrus S. Dickinson, Victor F. Krannert, Eunice Collins. Enrollment: 780. Publications: The Daily Illini. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Phi Alpha Chi, Gamma Theta Phi, Pi Epsilon Delta, Alpha Delta Sigma, Gamma Alpha Chi. Awards: Phi Alpha Chi, Sigma Delta Chi. Co-educational.

**Iowa, University of**, Iowa City, Iowa. Department. Faculty: Frank Luther Mott, director; Fred J. Lazell, Edward F. Mason, Charles Leo Sanders. Enrollment: 213 Publications: Daily Iowan, Frivol, Journal of Business, Transit. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Luther A. Brewer key, Mott News Story award; Sigma Delta Chi award. Co-educational.

**Iowa State College**, Ames, Iowa. Department. Faculty: Blair Converse, head; M. V. Charnley, associate professor; R. W. Beckman, assistant professor; L. K. Soth, Melba Acheson, graduate assistants. Enrollment: 200. Publications: Iowa State Student (tri-w); Iowa Agriculturist (m); Iowa Engineer (m); Iowa Homemaker (m). Organizations: Sigma Delta Chi, Theta Sigma Phi Awards: Scholarship, Sigma Delta Chi watch; Key awards. Co-educational.

**Kansas State College of Agriculture and Applied Science**, Manhattan, Kan. Department of Industrial Journalism. Faculty: Prof. C. E. Rogers, head; Prof. E. T. Keith; Assoc. Prof. F. E. Charles; Asst. Prof. E. M. Amos; Asst. Prof. R. I. Thackrey; Asst. Prof. Helen Hostetter. Enrollment: 121. Publications: The Kansas Industrialist; The Kansas State Collegian; The Kansas State Engineer; The Kansas Agricultural Student. Organizations: Sigma Delta Chi; Theta Sigma Phi. Awards: Arthur Capper plaque. Co-educational.

**Kansas, University of**, Lawrence, Kan. Department. Faculty: L. N. Flint, chairman; W. R. Harley, W. A. Dill, A. J. Graves, Helen O. Mahin, J. J. Kistler. Enrollment: 235. Publications: University Daily Kansan. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Schott prize in advertising, scholarships. Co-educational.

**University of Kentucky**, Lexington, Ky. Department. Faculty: Enoch Grehan, head; Marguerite McLaughlin, Victor Portmann, Gerald Griffin, Nell Plummer. Enrollment: 380. Publications: Kentucky Kernel. Organizations: Alpha Delta Sigma, Theta Sigma Phi, Sigma Delta Chi. Co-educational.

**Lehigh University**, Bethlehem, Pa. Direction English Department. Faculty: Dale H. Gramley, head; K. K. Kost. Enrollment: 122. Publications: Brown and White (s-w). Organizations: Pi Delta Epsilon.

**Louisiana State University**, Baton Rouge, La. School. Faculty: Marvin G. Osborn, director; Marcus M. Wilkerson, associate professor; C. R. F. Smith, assistant professor; Marjorie B. Arbour, instructor. Enrollment: 136. Publications: The Reveille; The Gumbo. Organizations: Theta Sigma Phi, University Press Club. Awards: One Fellowship, five scholarships. Co-educational.

**Maine, University of**, Orono, Me. Direction English dept. Faculty: James Moreland. Publications: The Maine Campus (news); The Prism (yb); Maine Review. Organizations: Kappa Gamma Phi, Sigma Delta Chi. Awards: Election to Kappa Gamma Phi. Co-educational.

**Marquette University**, Milwaukee, Wis. College. Faculty: J. L O'Sullivan, dean; Maynard W. Brown, professor; Frank Vander Heiden, assistant professor; Edward Shanke, graduate assistant. Enrollment: 121. Publications: The Marquette Tribune, The Journal and the Hilltop. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Co-educational.

**Marshall College**, Huntington, W. Va. Department. Faculty: Prof. Wm. P. Pitt, director; H. R. Princkard, V. S. Tucker, Virginia Lee. Enrollment: 194. Publications: The Parthenon (w). Organizations: Marshall Press Club; Fourth Estate Club. Awards: Fourth Estate Club Awards. Co-educational.

**Miami University**, Oxford, Ohio. Direction English department. Faculty: R. J. McGinnis. Enrollment: 60. Publications: Miami Student. Co-educational.

**Michigan, University of**, Ann Arbor, Mich. Department. Faculty: Prof. John Lewis Brumm, director; Wesley H. Maurer, professor; Donal Hamilton Haines. Enrollment: 300. Publications: The Michigan Journalist. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi. Awards: McNaught awards. Co-educational

**Michigan State College of Agriculture and Applied Science**, East Lansing, Mich. Department of Journalism and Publications. Faculty: Albert H. Nelson, A. J Patch, Keith Himebaugh. Enrollment: 141. Publications: Michigan State News (w); Michigan Agriculturist (m); Wolverine (yb). Co-educational.

**Midland College**, Fremont, Neb. Department. Faculty: W. Emerson Reck. Enrollment: 21. Publications: The Midland, The Warrior (a). Organizations: Theta Gamma Epsilon. Awards: Theta Gamma Epsilon prize, Fremont Tribune prize. Co-educational.

**Mills College**, San Francisco Bay Region, Calif. Journalism under the direction of the English dept. Faculty: Rosalind A. Keep. Publications: Mills College Weekly, Jargon, The Animal.

**Minnesota, University of**, Minneapolis, Minn. Department. Faculty: Ralph D Casey, chairman and professor; K. E. Olson, E. H. Ford, Reginald Coggeshall, Thomas F. Barnhart, W. P. Kirkwood, Thomas E. Stewart, Fred L. Kilow, professors. Enrollment: 192. Publications: Minnesota Daily, Ski-U-Mah, The Gopher, Minnesota Chats, The Mentor, Minnesota Alumni Weekly, Minnesota Tech-no-Log. Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto. Awards: Sigma Delta Chi. Co-educational.

**Missouri, University of**, Columbia, Mo. School. Faculty: Walter Williams, dean; Frank L. Martin, associate dean; Lola Anderson, F. Kenneth Bell, Roscoe B. Ellard, James Edward Gerald, Frances D. Grinstead, Emery K. Johnston, Charles W. Keller, William H. Lathrop, T. C. Morelock, Eugene W. Sharp. Enrollment: 298. Publications: Columbia Evening Missourian (d); Columbia Herald-Statesman, Centralia Courier, Sturgeon Leader. Organizations: Kappa Tau Alpha, Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Awards: Eugene Field Scholarship, Jay L. Torrey Scholarship, Journalism Alumni, John W. Jewell Scholarships, Journalism Students Association Scholarships, Sigma Delta Chi Scholarship, Theta Sigma Phi Scholarship, Special Distinction Award to Women, Oliver N. Gingrich Merit Award, Walter Williams Award in Journalism. Co-educational.

**Montana, State University of**, Missoula, Mont. School. Faculty: A. L. Stone, dean; R. L. Housman, A. C. Cogswell, Irene Vadnais. Enrollment: 180. Publications: The Kalmin (s-w); The Sentinel (a). Organizations: Theta Sigma Phi; Sigma Delta Chi. Co-educational.

**Mount Holyoke College**, South Hadley, Mass. Direction English dept. Faculty: C. Maud H. Lynch, assistant professor. Enrollment: 22. Publications: The Mount Holyoke News (w); The Intercollegiate Daily News (tri-w).

**Muhlenberg College**, Allentown, Pa. Direction English dept. Faculty: Stephen G. Simpson. Enrollment: 37. Publications: Muhlenberg Weekly.

**Nebraska, University**, Lincoln, Neb. School. Faculty: Gayle C. Walker, director; Forrest Clifford Blood, professor of advertising; Robert P. Crawford, professor of agricultural journalism; Sherlock B. Gass, professor of English; James Ernest Lawrence, associate professor; Lawrence L. Rike, instructor. Enrollment: 170. Publications: The Daily Nebraskan; Awgwan (m); Cornhusker (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Alpha Delta Sigma. Awards: Sigma Delta Chi cup. Co-educational.

**Newspaper Institute of America**, 1776 Broadway, New York City. Faculty: John C. Klein, Robert M. Smith. Enrollment: 500. Publications: Copy Desk Flash. Correspondence School.

**North Dakota, University of**, Grand Forks, N. D. Department. Faculty: Joseph H. Mader, Jr., head; John Cameron Sim, assistant. Enrollment: 40. Publications: The Dakota (a); N. D. Engineer (q); The Dacotah Student; N. D. Alumni Magazine. Organizations: Sigma Delta Chi, Matrix. Awards: Sigma Delta Chi Scholarship. Co-educational.

**Northwestern University**, Evanston, Ill. Medill School of Journalism. Faculty: H. F. Harrington, director. Enrollment: 127. Publications: Daily Northwestern; Purple Parrot; The Syllabus. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Bastian Key; Sigma Delta Chi Award. Co-educational.

**Nevada, University of**, Reno, Nev. Direction English dept. Faculty: A. L. Higginbotham, professor. Enrollment: 91. Publications: Sagebrush, Artemisia. Organizations: Press Club. Co-educational.

**New Mexico, University of**, Albuquerque, N. M. Direction English dept. Faculty: Paul A. Walter. Enrollment: 20. Publications: Mirage (a); Lobo (w). Co-educational.

**Notre Dame, University of**, Notre Dame, Ind. Department. Faculty: John M. Cooney, director; Wm. Morley Cain, Edw. J. Meehan. Enrollment: 60. Publications: Notre Dame Scholastic, Scrip, The Juggler. Awards: Sinnott Myers Bourse Scholarship.

**Oglethorpe University**, Oglethorpe University, Ga. Direction English dept. Faculty: James Routh, Robert England. Enrollment: 32. Publications: Westminster Magazine, Petrel. Co-educational.

**Ohio Northern University**, Ada, Ohio. Direction English dept. Faculty: L. J. Freeman, instructor. Enrollment: 472. Publications: Northern (a); Northern Review (w). Organizations: Alpha chapter, Alpha Phi Gamma. Awards: Four scholarships. Co-educational.

**Ohio State University**, Columbus, Ohio. School. Faculty: J. S. Myers, director; J. E. Pollard, Lester Getzloe, N. N. Luxon, O. C. Hooper. Enrollment: 240. Publications: Ohio State Lantern (d). Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Wolfe Journalism Medal. Co-educational.

**Ohio University, Athens, Ohio.** Department. Faculty: George Starr Lasher, head; Royal H. Ray, Charles H. Harris, William Smiley. Enrollment: 85. Publications: The Athens Messenger (d); The Green and White (s-w); The Ohioan. Organizations: Sigma Delta Chi, Kappa Tau Alpha, Sigma Rho. Co-educational.

**Ohio Wesleyan University**, Delaware, Ohio. Direction English dept. Faculty: E. C. Knowlton, E. F. Amy, W. L. Simmons. Publications: Transcript, Bijou. Organizations: Phi Delta Epsilon. Co-educational.

**Oklahoma City University**, Oklahoma City, Okla. Department. Faculty: Gilbert I. Garretson, director; Harold L. Dobson, H. E. Brill. Enrollment: 54. Publications: The Campus. Co-educational.

**Omaha, Municipal University of**, Omaha, Neb. Direction English dept. Faculty: V. Royce West, acting head. Enrollment: 20. Publications: Gateway (w). Co-educational.

**Oregon State System of Higher Education.** School of Journalism. University of Oregon, Eugene, with branch at Oregon State Agricultural College, Corvallis. Faculty: Eric W. Allen, dean and director; George S. Turnbull, W. P. G. Thatcher, Arne G. Rae, Robert C. Hall, Carlton E. Spencer, Eugene; Fred M. Shideler, C. E. McIntosh, Corvallis. Enrollment: Eugene: 160 major students; 50 in service courses; Corvallis: 6 major students; 125 in service courses. Publications: Eugene: Oregon Daily Emerald; Oregana. Corvallis: Daily Barometer, Beaver. Organizations: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi, Pot and Quill, Tabard Inn (Sigma Upsilon). Awards: Numerous small awards. Co-educational.

**Pacific Union College**, Angwin, Calif. Direction English dept. Faculty: Chas. E. Weniger. Enrollment: 13. Publications: The Campus Chronicle. Co-educational.

**Pennsylvania State College**, State College, Pa. Department. Faculty: Franklin Banner, dir.; William F. Gibbons, professor; Herbert M. Hofford, assistant professor; Fred Fuller Shedd, lecturer. Enrollment: 115. Publications: Penn State Collegian, Penn State Froth, LaVie, Old Main Bell. Organizations: Pi Delta Epsilon, Sigma Delta Chi, Alpha Delta Sigma. Awards: Sigma Delta Chi scholarship. Co-educational.

**Pennsylvania, University of**, Philadelphia. Direction English dept. Faculty: Dr. Reese D. James, director; Dr. Paul C. Kitchen, Dr. Matthias A. Shaaber. Enrollment: 160. Publications: Daily Pennsylvanian.

**Pittsburgh, University of**, Pittsburgh, Pa. Department. Faculty: William S. Maulsby, head; Dr. Russell J. Ferguson. Enrollment: 85. Publications: Pitt News, Pitt Panther, The Owl. Organizations: Xylon, Sigma Delta Chi. Co-educational.

**Puget Sound, College of**, Tacoma, Wash. Direction of English dept. Faculty: J. Russell Roberts. Enrollment: 39. Publications: Puget Sound Trail (w); Tamanawas (a). Organizations: Alpha Phi Gamma. Co-educational.

**Queens-Chicora College**, Charlotte, N. C. Direction English dept. Faculty: Dr. Agnes Stout. Enrollment: 9. Publications: The Sceptre, Edelweiss, The Queens Blues. Organizations: Iota XI.

**Rhode Island State College**, Kingston, R. I. Direction English dept. Faculty: Elizabeth W. Christopher. Enrollment: 50. Publications: Beacon (w), Grist (yb). Awards: Beacon keys. Co-educational.

**Rutgers University**, New Brunswick, N. J. Department. Faculty: Allen Sinclair Will, director; Hubert R. Ede, associate professor; Kenneth Q. Jennings, assistant professor; Henry K. Davis, instructor. Enrollment: 108. Publications: The Rutgers Gazette. Awards: N. J. Press Assn. Scholarship, Bacon Scholarship. Co-educational.

**St. Benedict's College**, Athison, Kan. Department. Faculty: Rev. Bonaventure Schwinn, director. Enrollment: 35. Publications: The Rambler and the Raven.

**Saint Elizabeth, College of**, Convent, N. J. Direction English dept. Faculty: Sister Mary Vincent Hillman. Enrollment: 19. Publications: The Elizabethan, The Pelican.

**San Diego State Teachers College**, San Diego, Calif. Journalism under the direction of the English dept. Faculty: Florence L. Smith. Enrollment: 50. Publications: Aztec (w); El Palenque, Del Sudoeste (a). Co-educational.

(*Continued on page* 172)

# ROBEY'S REVIEW

Every Thursday night . . Ralph West Robey leaves New York City for Washington. He spends Friday, Saturday, Sunday and Monday in the Nation's Capital. He returns to New York each Tuesday morning.

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## SCHOOLS, DEPARTMENTS AND COURSES IN JOURNALISM—U. S.

(*Continued from page 171*)

**St. Thomas College,** Scranton, Pa. Journalism under the direction of the English Dept. Faculty: Joseph A. McNulty. Enrollment: 135. Publications: The Aquinas. Awards: Medal at Commencement.

**Santa Ana Junior College,** Santa Ana, Calif. Direction English Dept. Faculty: John H. McCoy. Enrollment: 26. Publications: El Don (w); Del Ano (a); Tavern Post. Co-educational.

**South Dakota State College,** Brookings, S. D. Department. Faculty: A. A. Applegate, director; G. L. Hollen, G. Y. Martin, E. B. Harding, A. D. Evenson, S. H. Reck. Enrollment: 76. Publications: Industrial Collegian (w); Jackrabbit (a). Co-educational.

**South Carolina, University of,** Columbia, S. C., School. Faculty: J. Rion McKissick, dean; Havilah Babcock, professor. Enrollment: 55. Publications: The Gamecock, The Carolinian, The Garnet and Black. Organizations: Sigma Delta Chi. Awards: Beaufort Watts Ball Scholarship. Co-educational.

**South Dakota, University of,** Vermillion, S. D. Department. Faculty: E. G. Trotzig, head; G. R. Bauer, instructor. Enrollment: 61. Publications: Volante (w); Wet Hen, Scribbler, Coyote (a). Organizations: Alpha Chi Alpha. Co-educational.

**Southern Methodist University,** Dallas, Tex. Department. Faculty: A. F. Henning, head. Enrollment: 58. Publications: The Semi-Weekly Campus. Organizations: Sigma Delta Chi, Theta Sigma Phi, Kappa Tau Alpha. Awards: Gold M's. Co-educational.

**Southern California, University of,** Los Angeles, Cal. School. Faculty: Roy L. French, director and professor of journalism; Ivan Benson, associate professor; Marc N. Goodnow, lecturer; Elizabeth Hawkins Jones, assistant. Total Registration: 123, as follows: First two years (pre-journalism) 72; last two years (School of Journalism) 51. Publications: Daily Trojan, El Rodeo (a), Wampus. Organizations: Theta Sigma Phi, Alpha Chi Alpha, By-Liners, Alpha Delta Sigma. Awards: Students are elegible for election to Phi Beta Kappa and Phi Kappa Phi. Two four-year scholarships are awarded annually. Co-educational.

**Southwestern College,** Winfield, Kan. Direction English dept. Faculty: Grace Dressler. Enrollment: 35. Publications: Southwestern Collegian. Co-educational.

**Stanford University,** Stanford University, Cal. Division of Journalism, School of Social Sciences. Faculty: Buford O. Brown, acting head; Kenneth N. Stewart, instructor; Marjorie H. Bryant, secretary. Enrollment: 101. Publications: Stanford Daily, Chaparral (m); Stanford Quad (a). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

**Susquehanna University,** Selinsgrove, Pa. Direction English dept. Faculty: Dr. Arthur H. Wilson, head. Enrollment: 20. Publications: The Susquehanna (w); Freshman Handbook; The Lanthorn; The Junior Year Book. Co-educational.

**Syracuse University,** Syracuse, N. Y. Department. Faculty: J. O. Simmons, head; Samuel Cahan; Dr. Paul M. Paine. Enrollment: 132. Publications: Daily Orange, Onondagan, Orange Peel, Argot, The Cub Reporter, Extension, Alumni News. Organizations: Sigma Delta Chi, Theta Sigma Phi, Pi Delta Epsilon. Awards: Sigma Delta Chi Scholarship Award; Press Club Gold Award. Co-educational.

**Temple University,** Philadelphia. Department. Faculty: H. E. Birdsong, head; Dr. Harvey M. Watts, lecturer; Charles A. Wright, instructor. Enrollment: 144. Publications: Temple News (tri-w); The Owl; Templar (a). Organizations: Sigma Delta Chi, Theta Sigma Phi. Co-educational.

**Texas Christian University,** Fort Worth, Tex. Department. Faculty: Prof. J. Willard Ridings, head. Enrollment: 35. Publications: The Skiff, T. C. U. News Service. Co-educational.

**Texas State College for Women,** Denton, Tex. Department. Faculty: Delos E. Noue, director; Frank C. Rigler, instructor. Enrollment: 58. Publications: Lass-O (w); Daedalian (q); Daedalian Annual; Ex-Students' Bulletin. Organizations: Theta Sigma Phi. Award: Theta Sigma Phi Plaque Award.

**Texas, University of,** Austin, Tex. Department. Faculty: Paul J. Thompson, chairman; William L. McGill; Granville Price; DeWitt C. Reddick; Afton T. Wynn. Enrollment: 261. Publications: The Daily Texan. Organizations: Sigma Delta Chi, Theta Sigma Phi. Awards: Texas Women's Press Assn. Scholarship; The Clarence E. Gilmore prize. Co-educational.

**Bessie Tift College,** Forsyth, Ga. Direction English Dept. Faculty: R. L. Brantley. Enrollment: 10. Publications: The Campus Quill (w); Chiaroscuro (a).

**Toledo, University of,** Toledo, Ohio. Journalism courses in College of Arts and Science. Faculty: W. E. Hall, C. R. Corbin. Enrollment: 50. Publications: Campus Collegian (w). Organizations: Alpha Phi Gamma. Co-educational.

**Trinity University,** Waxahachie, Tex. Department. Faculty: Lester Jordan. Enrollment: 40. Publications: Trinitonian, Mirage. Co-educational.

**Tulane University,** New Orleans, La. Department. Faculty: George E. Simmons. Enrollment: 39. Publications: Tulane Hullabaloo. Organizations: Theta Nu; Kappa Tau Alpha. Awards: Dorothy Dix prize of $100; three scholarships of $100 each. Co-educational.

**Tulsa, University of,** Tulsa, Okla. Direction English debt. Faculty: W. E. Morris, Jr. Enrollment: 30. Publications: Tulsa Collegian. Awards: Assistantships in Department of Public Relations. Co-educational.

**Washington, University of,** Seattle, Wash. Department. Faculty: Vernon McKenzie, head; Robert W. Jones, associate professor; Byron H. Christian and Merritt E. Benson, assistant professors; Robert S. Mansfield, instructor; Fred W. Kennedy, director of laboratories. Enrollment: 211. Publications: Daily, Columns (m); Tyee (a). Organizations: Theta Sigma Phi and Sigma Delta Chi. Award: Sigma Delta Chi Scholarship. Co-educational.

**Washington & Jefferson College,** Washington, Pa. Journalism under the direction of the English dept. Faculty: Prof. Clarence E. Heffelfinger. Publications: Red and Black, Pandora.

**Washington & Lee University,** Lexington, Va. Lee School of Journalism. Faculty: William L. Mapel, director; Oscar W. Riegel, C. Harold Lauck. Enrollment: 77. Organizations: Sigma Delta Chi. Award: Sigma Delta Chi Scholarship Award. Three Departmental Scholarships.

**Wellesley College,** Wellesley, Mass. Direction English dept. Faculty: Prof. Agnes F. Perkins, Prof. Josephine H. Batchelder. Enrollment: 56. Publications: Wellesley College News.

**Western Reserve University,** Cleveland, Ohio. Direction English dept. Faculty: Dr. Lyon N. Richardson. Enrollment: 12. Publications: The Reserve Weekly, The Nihon (a), The Reserve Handbook, The Red Cat, Powerhouse. Organizations: Sigma Delta Chi.

**Westminster College,** New Wilmington, Pa. Direction English dept. Faculty: Robert X. Graham. Enrollment: 34. Publications: Holcad (w); Argo (yb). Organizations: Tau Gamma Delta, Psi Nu. Co-educational.

**West Virginia University,** Morgantown, W. Va. Department. Faculty: P. I. Reed, head; George R. Rinehart, inst. Enrollment: 123. Publications: Daily Athenaeum. Organizations: Matrix, Kappa Tau Alpha. Awards: University Press Club Award. Co-educational.

**Wheaton College,** Wheaton, Ill. Direction English dept. Faculty: Effie Jane Wheeler. Enrollment: 35. Publications: The Wheaton Record. Organizations: Alpha Delta. Awards: Medals, keys. Co-educational.

**Whitman College,** Walla Walla, Wash. Journalism under the direction of the English department. Faculty: Asst. Prof. Marvin W. Cragun. Enrollment: 50. Publications: The Pioneer (w), Yeast. Co-educational.

**William & Mary,** College of, Williamsburg, Va. William Parks School of Journalism. Faculty: G. G. Clark. Enrollment: 37. Publications: Flat Hat (w); Literary Magazine (m); Colonial Echo (a). Co-educational.

**Wisconsin, University of,** Madison, Wis. School. Established 1905. Faculty: Willard Grosvenor Bleyer, director and professor of journalism; Grant M. Hyde, professor; Ralph O. Nafziger, assistant professor; Helen M. Patterson, assistant professor; Bruce R. McCoy, lecturer; George L. Bird, lecturer; Andrew W. Hopkins, professor of agricultural journalism; William A. Sumner, associate professor of agricultural journalism. Advertising: R. R. Aurner, professor; D. R. Fellows, associate professor. Total registration: 304, as follows: Freshmen and sophomores (pre-journalism) 168; juniors, seniors, and graduate students (School of Journalism) 136. Publications: Daily Cardinal, Octopus (m), Wisconsin Country Magazine (m), Wisconsin Engineer (m), Badger (a). Organizations: Sigma Delta Chi, Theta Sigma Phi, Coranto, University Press Club. Special awards: Students are eligible for election to Phi Beta Kappa and Phi Kappa Phi. Co-educational.

**Wyoming, University of,** Laramie, Wyo. Direction English dept. Faculty: George F. Gerling, instructor; Frank S. Burrage, lecturer. Enrollment: 36. Publications: Branding Iron (w); The Wyo (a). Organizations: Blue Pencil. Co-educational.

WORLD COVERAGE

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UNITED PRESS

## NEWSPAPER MEASURES

Type is measured by the number of "points" in the height of the face thereof. A "point" is approximately one-seventy-second of an inch (actually .013837 inch). There are 996 "points" in 25 centimetres. Nonpareil type, the size generally used by newspapers, is a 6-point type, and therefore sets 12 lines to an inch, measuring up and down the column. Twenty-four lines of nonpareil type make what is commonly called a "stick." There are usually ten "sticks" of type in a newspaper column. The smallest type in ordinary use is ruby, which is 3½ points in height. Diamond type is 4 or 4½ points; pearl, 5 points; agate, 5½ points; nonpareil, 6 points; minion, 7 points; brevier, 8 points; bourgeois, 9 points; long primer, 10 points; small pica, 11 points; pica, 12 points; English, 14 points; great primer, 18 points. The news columns in most papers are about 2 and three-sixteenths inches wide, equal to 12½ "picas" or pica M-quads. Each size of type has its own M-quad, which is the square of the face of the capital M of that size of type. A quadrat, or quad, is the type without a letter on it, and is used in spacing between words and in filling out blank lines. The quad is usually of four sizes—N-quad, M-quad, 2M-quad, and 3M-quad.

Smaller units than the M-quad are also used for spacing between words. They are known as the en-quad, which is one-half the size of the M-quad, the three-emth space, the four-emth space, and the thin space, which is of varying thickness, often being contrived by the hand compositor to effect the necessary degree of justification in the line. Spacing in slug composition is usually accomplished by wedge-shaped spacebands, which justifies the lines.

In the writing of headlines most editors use a "style sheet" which indicates the various type faces and points, counted to fill specified widths.

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DANNY 'O' DOG—a small boy and his dog. E. A. Campbell.

LITTLE ROWDIES—Small boys—black boys and white boys, and their escapades. MERLE MULHOLLAND and MARSH.

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MINNIT MOVIES.—Daily prize. I. W.—Phil

SILLY SIMILIES. Phillips.

THE WAY IT STARTED. D. R. HAYES. Origin of words in English language.

GABBY GERTIE—and doesn't she gab? IRMA HARMS.

A DIP IN THE FUTURE. A. A. Goodrum.

MAMMY—An old negro woman philosopher

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Prepared by CURTIS D. MacDOUGALL

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Salmon, Lucy M. The Newspaper and Authority ..... Oxford


### PUBLICITY; PROPAGANDA


Bernays, E. L... Crystallizing Public Opinion ..... Boni-Liveright
Bernays, E. L... Propaganda ..... Liveright
Creel, George.... How We Advertised America ..... Harper
Lasswell, H. D.. Propaganda Technique in the World War... Knopf
Lee, Ivy ..... Publicity ..... Industries
Long, J. C..... Public Relations ..... McGraw-Hill
*Lumley, F. E.. The Propaganda Menace. Century
Quiett, G. C. and Casey, R. D... The Principles of Publicity ..... Appleton
Reichenbach, Harry ..... Phantom Fame ..... Simon-Schuster
Riis, R. W. and Bonner, C. W.. Publicity ..... Sears
Routzahn, M. B. and E. G..... Publicity for Social Workers ..... Russell Sage
Stillman, C. E... Social Work Publicity.. Century
Wilder, R. H and Buell, K. L.. Publicity ..... Ronald
Young, Kimball and Lawrence, R. D..... Bibliography of Censorship and Propaganda ..... U. of Oregon


### RADIO AND THE NEWSPAPER


Bickel, Karl .... New Empires ..... Lippincott
O'Neill, Neville.. The Advertising Agency Looks at Radio..... Appleton


## THE SPECIALIZED PRESS

### COUNTRY WEEKLIES


Allen, C. L..... Country Journalism ... Nelson
Anderson, Sherwood ..... Hello Towns! ..... Liveright
Atwood, M. V... The Country Newspaper. McClurg
Bing, P. C..... The Country Weekly... Appleton
Cosse, M. V..... The Suburban Weekly.. Columbia Univ.
Harris, E. P..... The Community Newspaper ..... Appleton
Safley, J. C..... The Country Newspaper and Its Operation... Appleton


### AGRICULTURAL JOURNALISM


Beckman, O'Brien, Converse ..... Technical Writing of Farm and Home..... Ames, Ia.
Crawford, N. A. and Rogers, C. E. ..... Agricultural Journalism. Knopf


### HOUSE ORGANS


O'Shea, P. F.... Employee's Magazines.. Wilson
Ramsay, R. E.. Effective House Organs. Appleton


### INDUSTRIAL JOURNALISM


Author — Title — Publisher

Swetland, H. M. (ed.) ..... Industrial Publishing... N. Y. Bus. Pub. Assn.
Wilson, A. F. (ed.) ..... Industrial Journalism.. Advt. and Selling Mag.


### RELIGIOUS JOURNALISM


Baumgartner, A. W. ..... Catholic Journalism.... Columbia Univ.
Fok, P. J..... Pioneer Catholic Journalism ..... Cath. Hist. Soc.


### NEGRO PRESS


Detweiler, Frederick ..... The Negro Press in America ..... U. of Chicago
Penn, I. G..... The Afro-American Press ..... Willey


### FOREIGN LANGUAGE PRESS


Park, R. E..... The Immigrant Press and Its Control..... Harper
Soltes, Mordecai.. The Yiddish Press..... Columbia Univ.


## JOURNALISM AS A PROFESSION

### OPPORTUNITIES IN JOURNALISM


Lee, J. M..... Opportunities in the Newspaper Business.. Harper
Lord, C. S..... The Young Man and Journalism ..... Macmillan
MacCarthy, J. P. The Newspaper Worker Frank-Maurice
Nixon, H. K.... The Psychology of the Writer ..... Harper
Rogers, C. E.... Journalistic Vocations.. Appleton
Seitz, D. C.... Training for the Newspaper Trade ..... Lippincott
Thorn, Arthur .. Journalism Today .... Foyle
Will, A. S..... Education for Newspaper Life ..... Essex
Willams, Talcott. The Newspaper Man... Scribner
Woolley, E. M... Freelancing for Forty Magazines ..... Writer


### WOMEN IN JOURNALISM


Boughner, G. J.. Women in Journalism.. Appleton
Brazelton, E. M. C. ..... Writing and Editing for Women ..... Funk-Wagnalls


### ADVENTURE AND REMINISCENCES


*Abbot, W. J.... Watching the World Go By ..... Little-Brown
Boettiger, John.. Jake Lingle ..... Dutton
Bullard, F. L... Famous War Correspondents ..... Little-Brown
Cobb, I. S..... Stickfuls ..... Doran
Creelman, James. On the Great Highway.. Lathrop-Lee-Shepard
Dreiser, Theodore A Book About Myself.. Boni-Liveright
Essary, J. F.... Covering Washington... Houghton Mifflin
Gibbs, Philip .. Adventures in Journalism ..... Harper
Johnson, T. M... Without Censor ..... Bobbs-Merrill
*Kofoed, Jack .. Thrills in Sports..... Holborn
*Lowell, Joan.... Gal Reporter ..... Farrar-Rinehart
McKenzie, Vernon Behind the Headlines.. Cape-Smith
Marcosson, I. F. Adventures in Interviewing ..... Lane
Miller, Max..... I Cover the Waterfront. Dutton
Paine, R. D.... Roads of Adventure.... Houghton Mifflin
*Palmer, Frederick ..... With My Own Eyes.... Bobbs-Merrill
Rue, Larry .... I Fly for News..... Boni
Seldes, George .. Can Such Things Be?.. Brewer-Warren-Putnam
Seldes, George .. You Can't Print That.. Payson-Clarke


### FICTION


Adams, S. H.... The Clarion ..... Houghton Mifflin
Adams, S. H.... Success ..... Houghton Mifflin
Bent, Silas .... Buchanan of the Press. Vanguard
*Brooks, Jonath. High Ground ..... Bobbs-Merrill
Cobb, I. S..... Alias Ben Alibi..... Doran
Cooper, Janette.. Headlines ..... Harper
Davis, R. H..... Gallegher and Other Stories ..... Scribner
Fowler, Gene.... Trumpet in the Dust... Liveright
Gauvreau, Emile. Hot News ..... Macauley
Gauvreau, Emile. The Scandal Monger... Macmillan
George, W. L... Caliban ..... Harper
Hough, C. S.... Not for Publication.... Century
Levin, Meyer ... Reporter ..... Day
Mellett, John ... Ink ..... Bobbs-Merrill
*Miller, Max ... He Went Away for a While ..... Dutton
Smith, H. J.... Deadlines ..... Harcourt-Brace
Smith, H. J.... Josslyn ..... Covici-McGee
*Smith, H. J.... Young Phillips, Reporter ..... Harcourt-Brace
*West, Nathaniel Miss Lonelyhearts .... Liveright
Williams, B. A.. Splendor ..... Dutton
Williams, J. L... The Stolen Story..... Scribner


### POETRY


*Davis, F. P.... Anthology of Newspaper Verse ..... Author, Enid, Okla.
*Monroe, R. M.. One Man's Meat..... Pelican
Warner, H. E... Songs of the Craft.... Randsell


### PLAYS


Bennett, Arnold.. What the Public Wants. Doran
Fagan, J. B.... The Earth ..... Duffield
Hecht, Ben and MacArthur, Chas. ..... The Front Page..... Covici-Friede
Weitzenkorn, Louis ..... Five Star Final..... French


‡Published in 1934.

# PRINCIPAL FOREIGN LANGUAGE DAILIES OF U. S. A.

**Compiled for EDITOR & PUBLISHER by**
**The Foreign Language Field Service Corp.,**
**535 Fifth Ave., New York**

## CALIFORNIA

| State and City | Language | Publication | Circulation | Minimum Rate | President, Publisher, Corporation | Editor Managing Editor | General Manager Business Manager Circulation Manager | Adv. Manager Natl. Adv. Man. Classified Man. |
|---|---|---|---|---|---|---|---|---|
| Los Angeles | Japanese | Japanese Daily News | 8,803 | $.04 | H. T. Komai | Shogo Muto | H. T. Komai | T. K. Shindo |
| | | New Japanese American | 6,157 | .60″ | The Rafu Nichibei News Co. | Y. Suzuki (E) | Y. Suzuki (B. M.) | |
| | Spanish | *La Opinion | 10,793 | .045 | Lozano Newspapers, Inc. | R. H. Llergo (M. E.)<br>Ignacio E. Lozano (E) | Arturo N. Cantu (B. M.) | |
| Sacramento | Japanese | Sacramento Daily News | 3,000 | .029 | K. Oki | G. Nambu (E) | K. Oki (B. M.) | |
| San Francisco | Chinese | Young China | 6,800 | .107 | H. J. Wong | C. C. Fu (E) | | |
| | | Chinese Nationalist Daily | 6,962 | 1.50″ | Kuo Min Yat Po Publishing Co. | G. I. Mah | Tong Suey Nin (B. M.) | |
| | | Chinese World | 8,867 | 2.00″ | Sai Gai Yat Bo Publishing Co. | Robert L. Park (E) | Richard Y Fung | |
| | | Chung Sai Yat Po | 6,873 | .154 | Chung Sai Yat Po Publishing Co. | N. G. Poon Chew | T. K. Lau | |
| | French | Le Courrier du Pacifique | 3,265 | .81″ | L'Echo de l'Ouest, Inc. | A. Lusinchi | Francis Poggi (B. M.) | |
| | Italian | L'Italia | 18,750 | .10 | L'Italia Publishing Co. | Ettore Patrizi | Louis Liati (B. M.) | |
| | | Voce del Popolo | 13,390 | .09 | Voce del Popolo Publishing Co. | O. D. Ronchi | E. Vannuchi (C. M.) | G. Torchia |
| | Japanese | Japanese American News | 8,711 | .50″ | Y. W. Abiko | Y. Shimanouchi (E)<br>S. Asano (M. E.) | Y. Shimanouchi (B. M.) | |

## FLORIDA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Tampa | Spanish | La Gaceta | 9,000 | .50″ | La Gaceta Publishing Co. | Victoriano Manteiga | | |
| | | La Traduccion | 4,200 | .50″ | La Traduccion Publishing Co. | J. A. Gregory | | |

## HAWAI

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Hilo | Japanese | Hawaii Mainichi Sha | 2,370 | .35″ | Hawaii Mainichi Sha Ltd. | K. G. Okubo | N. O. Tokushiro (B. M.) | |
| Honolulu | Japanese | Hawaii Hochi | 15,810 | .065 | Hawaii Hochi Sha | T. Terasaki<br>Geo. W. Wright | F. K. Makino (B. M.)<br>K. Kumasaki | Arthur Apsey |
| | | Nippu Jiji | 14,225 | .065 | Nippu Jiji Company Ltd. | Yasutaro Soga | K. Kawamoto (B. M.) | H. S. Tomita |

## ILLINOIS

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Chicago | Bohemian | Denni Hlasatel | 50,217 | .08 | Denni Hlasatel Publishing & Printing Co. | Joseph Neuzil | John K. Valha (B. M.) | |
| | | Svormost | 50,857 | .10 | Geringer Publishing Company | H. Kolben | M. Geringer (B. M.)<br>H. Kolben (C. M.) | M. Geringer |
| | Chinese | Kung Shong Yat Po | 5,250 | 3.60″ | Kung Shong Yat Po Publishing Co. | L. P. Jin (E) | W. Jean (B. M.) | |
| | | San Min Morning Paper | ..... | 1.12″ | San Min Publishing Co. | | | |
| | German | *Abendpost | 33,079 | .12 | The Abendpost Company | Paul H. Mueller (E)<br>Paul Kammerling (M. E.) | F. J. Otte (B. M.)<br>Charles A. Walz (C. M.) | L. H. Lange |
| | Jewish | Jewish Courrier | 45,943 | .14 | M. Ph. Ginsburg | M. Ph. Ginsburg | Harry A. Lipsky (B. M.) | |
| | | Jewish Daily Forward | 34,233 | .16 | Jewish Daily Forward Assn. | A. Cahan | B. C. Vladeck | H. Greenfield |
| | | Jewish Press | 25,000 | .07 | A. M. Liebling | S. Greenblau (E) | | |
| | Lithuanian | Draugas | 20,000 | .06 | Draugas Publishing Company | L. Simitus | J. Maciulionis (B. M.) | |
| | | Naujienos | 37,246 | .065 | Lithuanian News Publishing Co. | Pius Grigaitis | Maria Jurgelonis (B. M.) | |
| | | Vilnis | 25,430 | .10 | Workers Publishing Assn., Inc. | V. J. Andrules | John P. Miller (B. M.) | |
| | Polish | *Daily Zgoda | 29,231 | .16 | Polish National Alliance | S. Zaklikiewicz | B. Z. Czuwara | |
| | | Dziennik Chicagoski | 25,539 | .05 | Polish Publishing Co. | Joseph Przydatek | Rev. Thad. Ligman (B.M.) | S. Ringa |
| | | Dziennik Zjednoczenia | 18,630 | .07 | Polish Roman Catholic Union of America | Frank G. Bare | Sigmund Stefanowicz(B.M.) | L. W. Paluszek |
| | Russia | Rasviet | 15,000 | .06 | Russian Publishing Company | M. Roubezhanin | Nicholas Novin | |
| | Slovak | Rovnost Ludu | 20,000 | .08 | | F. H. Gruener | | John Zuskar (A. M.) |
| | | Slovenska Americky Dennik | 15,860 | .10 | Slovak American Publishing Assn. | | G. Sawicki (B. M.) | |
| | Slovenian | Amerikanski Slovenec | 6,740 | .60″ | Edinost Publishing Company | John Jerich | Albin Zakrajsek (B. M.) | |
| | | Prosveta | 10,066 | 1.50″ | Slovenian National Benefit Society | John Molek | Philip Godina | |

## MAINE

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Lewiston | French | Le Messager | 2,520 | .04 | J. B. Couture | L. P. Gagne | Faust Couture (B. M.) | |

## MASSACHUSETTS

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Boston | Armenian | Baikar | 5,500 | $.75″ | Baikar Assn., Inc. | A. Nazar (E) | H. M. Paroonagian (B.M.) | |
| | | Hairenik | 4,518 | .75″ | Hairenik Association, Inc. | R. Darbinian | | |
| | Italian | La Notizia | 36,400 | .06 | La Notizia Publishing Company | L. S. Lo Presti | R. Nigro (C. M.) | |
| | | | | | Graziano Longarini | Graziano Longarini | | |
| | Polish | Kuryer Codzienny | 21,652 | .12 | Henry R. Chmielinski | H. R. Chmielinski<br>J. Twarog | S. Mackiewicz<br>J. Tomaszewski (C. M.) | |
| Fall River | French | l'Independant | 3,835 | .04 | Louis P. Clapin | Ph. A. Lajoie | Miss A. J. Prumiar (C.M.) | A. J. F. Plante (B. M.) |
| Fitchburg | Finnish | Raivaaja | 7,207 | .05 | Raivaaja Publishing Company | Yrjo Makela | John Suominen (B. M.) | John Suominen |
| Lowell | French | l'Etoile | 4,127 | .029 | Louis A. Biron | Lucien Desmarais | Louis A. Biron | |
| New Bedford | Portuguese | Diario de Noticias | 9,000 | .40″ | Porutugese Daily News Publishing Co. | A. V. de Freitas | A. V. de Freitas | |

## MICHIGAN

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Detroit | German | Abendpost | 15,900 | .06 | Detroit Daily Abendost Publishing Co. | Carl A. W. Suesser | | |
| | Polish | *Dziennik Polski | 16,405 | .11 | Polish American Publishing Co. | M. Gmernicki | John J. Przylubski (B. M.)<br>G. Powell (C. M.) | J. R. McKinley (A.M.)<br>A. Blunt (N. A. M.) |
| | | Rekord Codzienny | 13,978 | .09 | Polonia Publishing Company | Joseph Wedda | B. U. Grytza (B. M.) | |

## MINNESOTA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Duluth | Finnish | Industralisti | 8,500 | .044 | Workers Society Publishing Co. | Titus Kataja | Hjalmar Aho (B. M.) | |
| | | Paivalehti | 5,950 | .04 | Finnish Daily Publishing Co. | Karl H. Salminen (E) | Dale W. Salminen (B. M.) | |
| St. Paul | German | Volkszeitung | 17,396 | .05 | Daily Volkszeitung | Cornelius Sittard (E)<br>Henry Kelsch (M. E.) | D. H. Borcherding (B. M.) | |

## MISSOURI

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| St. Louis | German | Westliche Post | 17,825 | .10 | Westliche Post Publishing Co. | Dr. Otto Sendler | Wm. Lenz | |

## NEBRASKA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Omaha | German | Omaha Tribune | 26,000 | .10 | Tribune Publishing Co. | Val J. Peter | E. Riese (B. M.)<br>D. Elsener (C. M.) | Carl J. Peter (N.A.M.) |

## NEW HAMPSHIRE

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Manchester | French | *L'Avenir National | 2,926 | .03 | L'Avenir National Publishing Co. | Ernest A. Bournival | Ernest A.Bournival(B.M.).<br>Gertrude E. Bournival (C. M.) | F. N. Bournival (N. A. M.) |
| | Greek | Ergatis | 1,900 | .15″ | Ergatis Publishing Co. | Spyrol Cateras (E) | | |

## NEW JERSEY

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Jersey City | Ukrainian | Svoboda | 16,500 | .70″ | Ukrainian National Association | Emil Revyuk | | |

## NEW YORK

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Buffalo | German | Volksfreund | 8,200 | .05 | Buffalo Volksfruend Printing Co. | Oscar Grillo | | |
| | Polish | Dziennik d la Wszystkich | 29,165 | .13 | F. Ruskiewicz | N. Nesterowicz | F. B. Rogger (B. M.)<br>J. Szpora (C. M.) | A. E. Ruskiewicz (N. A. M.) |
| New York | Arabic | Al Bayan | 2,200 | .45″ | S. Baddour | S. Baddour (E) | S. Baddour (B. M.) | |
| | | Al Hoda | 4,200 | 1.00″ | N. A. Mokarzel | N. A. Mokarzel | N. A. Mokarzel (B. M.) | |
| | | Meraat-ul-Gharb | 3,000 | 1.00″ | Najeeb M. Diab | N. M. Diab (E) | N. M. Diab (B. M.) | |
| | Bohemian | New Yorske Listy | 10,125 | .06 | New Yorske Listy Publishing Co. | John Krobcot<br>Karel Leitner | W. J. Horky (B. M.) | |

*Members A.B.C.

# PRINCIPAL FOREIGN LANGUAGE DAILIES

## NEW YORK—Continued

| State and City | Language | Publication | Circulation | Minimum Rate | President, Publisher, Corporation | Editor Managing Editor | General Manager Business Manager Circulation Manager | Adv. Manager Natl. Adv. Man. Classified Man. |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Karel Leitner | | |
| New York(cont'd).. | Chinese..... | Chinese Journal..... | 8,000 | 1.00″ | Chinese Journal Inc..... | Harry Jee..... | Y. Wong..... | ..... |
| | | Chinese Nationalist Daily . | 5,212 | 1.00″ | Mun Hey Publishing Co..... | Romain Hsieh..... | Howard N. Yee..... | ..... |
| | Croation..... | Svijet..... | 12,239 | .09 | Southern Slav Publishing Corporation.. | Nicholas Grskovich..... | Anton Grskovich (B. M.).. | ..... |
| | Finnish..... | Eteenpain..... | 9,015 | .05 | Finnish Federation Inc..... | Hjalmar Sankari..... | Hugo Paasikivi..... | ..... |
| | German..... | *Staats-Herold Corporation. | 82,233 | .30 | Staats Herold Corporation..... | Bernard H. Ridder..... | Julius Holz (B. M.)..... | ..... |
| | Greek..... | *Atlantis..... | 13,253 | .10 | Atlantis, Inc..... | V. Constantinides..... | Thanos Chrystie (B. M.).. | ..... |
| | | National Herald..... | 12,122 | .10 | National Herald Inc..... | Demetrius Callimahos..... | Petros P. Tatanis..... | ..... |
| | | | | | Petros P. Tatanis (Pres.) | | | |
| | Hungarian..... | Amerikai Magyar Nepszava | 29,375 | $.12 | Amerikai Magyar Nepszava, Inc..... | Isidore Szekely..... | Isidore Szekely..... | ..... |
| | | Magyar Ujsag..... | 6,105 | .05 | Magyar Ujsag Inc..... | H. Roboz..... | Leo Fenyo (B. M.)..... | ..... |
| | Italian..... | *Corriere d'America..... | 44,481 | .20 | Corriere d'America, Inc..... | ..... | Anthony E. Crocco (B.M.) | P. J. Sullivan |
| | | *Il Progresso-Italo*Americano..... | 78,219 | .26 | Il Progresso Italo-Americano..... | Italo Falbo..... | Salvatore M. Pino (B. M.) | Amedeo D'Amico |
| | | | | | | Frank Panciatichi | O. Asciutto (B. M.)..... | (N. A. M.) |
| | | | | | | | A. Bruschi (C. M.) | |
| | | La Stampa Libera..... | 29,674 | .09 | Stampa Libera..... | Raimondo Fazio..... | Frank Cancellieri (B. M.) | ..... |
| | Jewish..... | Freiheit..... | 45,967 | .20 | Morning Freedom Publishing Co., Inc.. | Moissaye J. Olgin (E)..... | George Hochberg (B. M.) | ..... |
| | | | | | | Leon Talmy (M. E.) | | |
| | | *Jewish Day..... | 83,859 | .25 | American Jewish Publishing Corp..... | Samuel Margoshes..... | Irving Altman (B. M.)..... | J. Jacobs (N. A. M.) |
| | | *Jewish Forward..... | 124,088 | .29 | Forward Association..... | ..... | B. C. Vladeck..... | ..... |
| | | | | | | | B. C. Vladeck | |
| | | | | | | | Isaac Natkins | |
| | | Jewish Morning Journal... | 92,792 | .28 | Journal-News Corporation..... | J. Fishman..... | A. L. Malkenson (B. M.).. | J. J. Jacobs (N. A. M.) |
| | | | | | | Peter Wiernik..... | L. S. Buly (C. M.) | |
| | Lithuanian..... | Laisve..... | 10,300 | .05 | Laisve, Inc..... | William Rhodes..... | Frank Buck..... | ..... |
| | Polish..... | Kuryer Narodowy..... | 13,489 | .08 | Kuryer Corporation..... | Stephen Kleczkowski (E)... | Leon Zorek (B. M.)..... | William B. Fine |
| | | | | | | Casimir W. Cwikiel..... | ..... | (N. A. M.) |
| | | *Nowy Swiat..... | 17,249 | .11 | Nowy Swiat Publishing Co..... | Waclaw Blazewicz..... | Maximilian F. Wgrzynek.. | M. Kaufman (N.A.M.) |
| | | | | | | Piotr Yolles..... | P. P. Yolles (C. M.) | |
| | Russian..... | Novoye Russkoye Slovo... | 21,860 | .10 | Novoye Russkoye Slovo Publishing Corp..... | M. Weinbaum..... | ..... | ..... |
| | | Russky Golos..... | 23,318 | .10 | Russky Golos Publishing Corp..... | ..... | Anthony Sokol (B. M.).... | Anthony Sokol |
| | | | | | | | I. I. A. Kittin (C. M.) | |
| | Serbian..... | Serbian Daily..... | 11,020 | .06 | Serbian Daily, Inc..... | Dushan Ropovich..... | Dushan Popovich..... | ..... |
| | Slovak..... | New Yorksky Dennik..... | 19,611 | .07 | Slovak Newspaper and Book Co..... | M. Kovacik..... | John Zeman..... | ..... |
| | | | | | Paul Vaclavek (Pres.) | | | |
| | | Slovak v Amerike..... | 17,977 | .07 | Slovak Press, Inc..... | Edward Kovac..... | Jacob C. Molitoris..... | ..... |
| | | | | | Christopher L. Orbach (Pres.) | | | |
| | Slovenian..... | Clas Naroda..... | 5,530 | .10 | Slovenic Publishing Co..... | Janez Tercek..... | Ludwig Benedik (B. M.).. | ..... |
| | Spanish..... | *La Prensa..... | 12,880 | .077 | La Prensa, Inc..... | Jose M. Torres-Perona..... | Jose Camprubi..... | D. Gonzales (N.A.M.) |
| | | | | | Jose Camprubi (Pres.)..... | Julio Garzon | | |
| | Ukrainian..... | Ukrainian Daily News.... | 14,737 | .055 | Robitnyk Publishing & Printing Co.... | Michael Tkach..... | M. Zadunaysky..... | ..... |
| Rochester..... | German..... | Abendpost..... | 12,100 | .06 | Rochester German Publishing Co..... | German Ferno..... | A. Musmacher (C. M.).... | Julius Stoll (N.A.M.) |

## OHIO

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Cincinnati..... | German..... | Cincinnati Freie Presse.... | 12,621 | .09 | Cincinnati Freie Presse Co..... | F. W. Elven..... | F. W. Elven (B. M.)..... | J. Lutz (N. A. M.) |
| | | | | | | | H. Klohe (C. M.) | |
| Cleveland..... | Bohemian..... | American..... | 14,214 | .80″ | American Bohemian Publishing Co..... | John F. Kratky..... | Edward J. Simec (B. M.).. | ..... |
| | | | | | | Frank J. Svoboda | | |
| | | Svet..... | 13,275 | .75″ | Svet Printing & Publishing Co..... | F. J. Kutsk..... | J. Stukbauer..... | ..... |
| | | | | | | Oscar A. Niederle | | |
| | German..... | Wachter und Anzeiger.... | 12,286 | .10 | Consolidated Press & Printing Co..... | C. Richard Brenne..... | Carl Raid (B. M.)..... | ..... |
| | | | | | Dr. Andrew Cherna, (Pres.)..... | ..... | H. A. Lawrence (G. M.)... | ..... |
| | Hungarian..... | Szabadsag..... | 39,315 | .12 | Consolidated Press & Printing Co..... | A. Gondos..... | H. A. Lawrence..... | ..... |
| | | | | | | | Joseph Horvath | |
| | | Uj. Elore..... | 18,346 | .08 | Uj Elore Publishing Company..... | Leo Rostovsky (E)..... | Sandor Voros (B. M.)..... | ..... |
| | Italian..... | Voce del Popolo..... | 25,205 | .075 | Italian Publishing Company..... | P. A. Fant..... | O. G. Meleragno..... | ..... |
| | | | | | | O. G. Melaragno | | |
| | Jewish..... | Jewish World..... | 16,142 | .08 | Jewish World Publishing Co..... | Samuel Rocker..... | M. A. Rapport (B. M.).... | A. B. Haber (N. A. M.) |
| | Polish..... | Monitor Clevelandski..... | 22,203 | .075 | United Publishing Company..... | John J. Przyprawa..... | W. J. Novak..... | A. Lewandowski |
| | | Wiadomosci Codzienne.... | 22,530 | .075 | Paul Kurdziel..... | Prof. T. Siemiradski..... | P. Kurdziel (B. M.)..... | A. J. Kurdziel (N.A.M) |
| | | | | | | Z. B. Dybowski | | |
| | Roumanian..... | American..... | 15,270 | .08 | Union of Roumanian Society Publishing Co..... | John Banakann..... | N. Nestor..... | ..... |
| | | | | | | Geo. Stanculescu | | |
| | Slovenian..... | Ameriska Domovina..... | 6,546 | .04 | James Debevec..... | Louis J. Pire..... | ..... | ..... |
| | | Enakopravnost..... | 6,430 | .08 | American-Jugoslaw Printing & Publishing Co..... | Vatro Grill..... | Ludwig Medveshek | |
| Dayton..... | German..... | Gross Daytoner Zeitung... | 2,750 | .60 | Paul R. Gruner..... | Paul R. Gruner (E)..... | ..... | ..... |
| Toledo..... | Polish..... | Ameryka-Echo..... | 20,780 | .06 | Paryski Publishing Company..... | F. Friedel..... | E. R. Wongroski..... | ..... |
| | | | | | | A. A. Paryski | | |

## OREGON

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Portland..... | Japanese..... | Oregon News..... | 3,300 | $1.00″ | Toyoji S. Abi..... | Toyji S. Abi..... | ..... | ..... |

## PENNSYLVANIA

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Philadelphia..... | German..... | Gazette Democrat..... | 31,912 | .14 | Philadelphia Gazette Publishing Co.... | E. Kiefer..... | G. Mayer (B. M.)..... | J. Eutner (N. A. M.) |
| | | | | | | | Dr. M. Krepps (C. M.). | |
| | | *Tageblatt..... | 2,451 | .08 | Philadelphia Tageblatt Publishing Company..... | Richard Shaffer..... | Herman Lenke..... | R. H. Lenke |
| | | | | | | H. Lenke..... | Emma Barth | |
| | Italian..... | L'Opinione..... | 65,378 | .12 | Pennsylvania Publishing Co..... | Vincent Giordano (B. M.).. | ..... | ..... |
| | | | | | | F. D. Rogatis (M. E.) | | |
| | Jewish..... | Jewish World..... | 25,237 | .13 | Jewish World Publishing Co..... | Jacob Ginsburg..... | Nathan Fleisher..... | ..... |
| Pittsburgh..... | German..... | Volksblatt und Freiheits Freund..... | 4,938 | .10 | Volksblatt Publishing Co..... | E. F. Pohl..... | Geo. Schlimpen (B. M.).... | ..... |
| | Serbian..... | American Srbobran..... | 16,100 | .089 | Union Society Srbobran-Sloga..... | ..... | ..... | ..... |

## PUERTO RICO

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Ponce..... | Spanish..... | El Dia..... | 2,000 | .16″ | Guillermo V. Cintron..... | ..... | ..... | ..... |
| Mayaguez..... | Spanish..... | Diario o del Oeste..... | 2,000 | .15″ | Guillermo V. Cintron..... | Guillermo V. Cintron..... | ..... | ..... |
| San Juan..... | Spanish..... | La correspondencia..... | 10,000 | .60″ | La Correspondencia Inc..... | Francisco M. Zeno..... | ..... | ..... |
| | | La Democracia..... | 7,100 | .16″ | La Democracia, Inc..... | Luis Munos Marin..... | Jose Alder Bigles..... | ..... |
| | | El Imparcial..... | 9,600 | .35″ | Editorial Puerto Rico, Inc..... | J. Perez Losada..... | ..... | ..... |
| | | El Mundo..... | 23,006 | .40″ | Puerto Rico Illustrado, Inc..... | Jose Coll Vidall..... | ..... | ..... |
| | | El Tiempo..... | 8,500 | .40″ | Times Publishing Co..... | Pedro J. Barbosa (E)..... | ..... | ..... |

## RHODE ISLAND

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Woonsocket..... | French..... | *La Tribune..... | 3,030 | .035 | La Tribune Publishing Co., Inc..... | J. A. Foisy..... | J. A. Foisy..... | ..... |

## TEXAS

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| El Paso..... | Spanish..... | *El Continental..... | 7,758 | .07 | Morris J. Boretz..... | Morris J. Boretz..... | G. F. Nichols (B. M.)..... | Wm. Cunningham |
| | | | | | | | Wm. Cunningham (C. M.) | |
| San Antonio..... | Spanish..... | *La Prensa..... | 11,971 | .06 | Ignazio E. Lozano..... | P. A. Hinojosa..... | L. Gonzales (B. M.)..... | J. Viesca (N. A. M.) |
| | | | | | | | H. Martinez (C. M.) | |

## WASHINGTON

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Seattle..... | Japanese..... | Great Northern Daily News | 6,362 | .25 | K. Takeuchi..... | K. Kawajiri (E)..... | S. Horiuch (B. M.)..... | ..... |
| | | North American Times.... | 9,348 | .072 | S. K. Arima..... | K. Kametami (E)..... | ..... | ..... |
| | | | | | | Sumiyoshi Arima (M. E.).. | K. Suzuki (B. M.) | |

## WISCONSIN

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Milwaukee..... | German..... | Deutsche Weitung..... | 6,200 | .98 | Milwaukee German News Co..... | Helmuth K. Falk..... | ..... | ..... |
| | Polish..... | Kuryer Polski..... | 24,790 | .10 | Kuryer Publishing Company..... | C. P. Dziadulewicz..... | C. P. Dziadulewicz..... | F. P. Kouker (N.A.M.) |
| | | Nowiny Polskie..... | 23,602 | .08 | Nowiny Publishing Company..... | T. A. Jasiorkovski..... | T. A. Jasiorkovski..... | H. Faltnipki |
| Superior..... | Finnish..... | Tyomies..... | 10,816 | .04 | Tyomies Society..... | Leo Mattson..... | Otto Wallin (E. M.)..... | Lilly H. Beck (N.A.M.) |
| Sheboygan..... | German..... | Amerika..... | 1,600 | .018 | Sheboygan Publishing Co..... | O. F. Huhn (E)..... | Julius Schnell (B. M.)..... | ..... |

*Members A.B.C.

# PRINCIPAL FOREIGN LANGUAGE NEWSPAPERS

**Weekly, Bi-Weekly, Etc.**
**Compiled for EDITOR & PUBLISHER by**
**The Foreign Language Field Service Corp.,**
**535 Fifth Ave., New York**

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| **CALIFORNIA** | | | | | | | | |
| Los Angeles | French | L'Union Nouvelle | 10,000 | .60″ | Sat. | L'Union Nouvelle Publishing Co. | Maurice Fog | |
| | Jewish | California Jewish Voice | 7,800 | .07 | Fri. | California Jewish Voice, Inc. | S. Epstein | |
| | Spanish | *Heraldo de Mexico | 4,657 | .50″ | Fri., Sun. | Edgar M. Grossman | A. Babitz<br>Edgar M. Grossman (M.E.)<br>Jose F. Lozoya (E.) | Edgar M. Grossman (B.M.) |
| Oakland | Portuguese | Jornal Portugues | 18,000 | .65″ | Fri. | Pedro L. C. Silveira | Pedro L. C. Silveira (E.) | |
| San Francisco | German | California Demokrat | 4,900 | .04 | Sun. | Emil Goldschmied | Carl Richard Bruell (E.) | Emil Goldschmied (B.M.) |
| | Greek | California | 8,000 | .35″ | Sat. | T. B. Mountanos | P. S. Mountanos (E.) | T. B. Mountanos (B.M.) |
| | Spanish | El Imparcial | 9,600 | .50″ | Fri. | Nicholas di Matteo | Nicholas di Matteo (E.) | Nicholas di Matteo (B.M.) |
| **COLORADO** | | | | | | | | |
| Denver | German | Colorado Herold | 7,380 | .43″ | Sun. | The Germanic Publishing Co. | J. Henry Trepper (E.) | J. Henry Trepper (B.M.) |
| | Swedish | Westerns Nyheter | 3,085 | .50″ | Thurs. | Enoch Peterson | Enoch Peterson (E.) | Enoch Peterson (B.M.) |
| Pueblo | Italian | L'Unione | 6,662 | .75″ | Fri. | Union Publishing Co. | Vincent Massari (E.) | |
| **CONNECTICUT** | | | | | | | | |
| Hartford | German | Connecticut Staats Zeitung | 8,200 | .50″ | Thurs. | Stoeckel and Wisly Printing Co., Inc. | Paul Radisch (E.)<br>Paul Stoeckel | Victor Wisly (B.M.) |
| | Italian | La Capitale | 2,000 | .07 | Sat. | Capitale Publishing Co. | L. Maturo (E.) | L. Maturo (B.M.) |
| New Britain | Polish | Promien | 4,736 | .07 | Sat. | Promien Publishing Co. | H. H. Chmielinski | |
| New Haven | Italian | Corriere del Connecticut | 8,545 | .025 | Sat. | Joseph Santella | Joseph Santella (M.E.) | Joseph Santella (B.M.) |
| **HAWAII** | | | | | | | | |
| Honolulu | Chinese | Chinese Liberty News | 8,479 | .05 | Mon., Wed., Fri. | Chee You Shin Bo Co., Ltd. | S. Fong (E.) | |
| **ILLINOIS** | | | | | | | | |
| Chicago | Bohemian | Amerikan | 39,403 | .10 | Mon., Thurs. | August Geringer & Sons | August Geringer | |
| | | Hlasatel | 60,170 | .12 | Tu., Fri. | Denni Hlasatel Printing & Pub. Co. | Josef Neusil | John K. Valha |
| | Croatian | Jugoslavia | 21,921 | .12 | Sat. | Palandech Publishing Co. | George A. Palandech (E.) | Louis Palandech (B.M.) |
| | German | Heimatbote | 13,400 | .10 | Wed. | National Weeklies, Inc. | Michael Schaut (E.) | Emil Leicht (B.M.) |
| | | Illinois Staats Herold | 15,108 | .11 | Fri. | Illinois Staats Herold Pub. Co. | Julius Klein (E.) | Alwin J. Briggs (B.M.) |
| | | Katolisches Wochenblatt | 12,075 | .08 | Thurs. | Tribune Publishing Co. | Hans Dexl (E.) | |
| | Greek | Saloniki | 12,340 | .08 | Sat. | A. C. Salopoulos | N. Salopoulos (E.) | A. C. Salopoulos (B.M.) |
| | | Greek Press | 6,000 | .06 | Wed. | Greek Press Publishing Co. | Paul Javaras | C. A. Alexopoulos |
| | Italian | L'Italia | 35,325 | .09 | Tu., Thurs., Sun. | Oscar Durante | Oscar Durante (E.) | Oscar Durante (B.M.) |
| | Norwegian | Skandinaven | 37,420 | .14 | Fri. | John Anderson Publishing Co. | N. A. Grevstad (E.) | John A. Anderson (B.M.) |
| | Polish | *Zgoda | 149,457 | .16 | Thurs. | Polish National Alliance | S. Zakhkiewicz | |
| | Serbian | United Serbian | 10,000 | .12 | Tues. | Palandech Publishing Co. | George A. Palandech (E.) | John R. Palandech (B.M.) |
| | Swedish | *Svenska Amerikanaren | 47,655 | .16 | Thurs. | Swedish American Newspaper Co. | O. A. Linder (E.) | F. A. Larson (B.M.) |
| | | *Svenska Tribunen Nyheter | 39,102 | .16 | Wed. | Swedish Publishing Co. | Andrew Tofft (E.) | Chas. O. Ellstrom (B.M.) |
| Granite City | Bulgarian | Naroden Glas | 5,500 | .05 | Tues., Fri. | Naroden Glas Publishing Co. | V. Grammaticoff (E.) | V. Grammaticoff (B.M.) |
| **IOWA** | | | | | | | | |
| Decorah | Norwegian | *Decorah Posten | 39,417 | .14 | Tues., Fri. | Anundsen Publishing Co. | Kr. Prestgard (E.) | R. B. Bergeson (B.M.)<br>M. C. Henningson (C.M.) |
| **KENTUCKY** | | | | | | | | |
| Louisville | German | Louisville Anzeiger | 6,906 | .04 | Fri. | Louisville Anzeiger Co. | L. C. Schulmann | H. V. Cohn (B.M.) |
| **MARYLAND** | | | | | | | | |
| Baltimore | German | Baltimore Correspondent | 14,000 | .08 | Wed., Sun. | Val. J. Peter | August Brauer | Bernard G. Peter (B.M.) |
| | Polish | Jednosc Polonia | 13,000 | 1.00″ | Fri. | Frank Markiewicz | Adam Bartosz (E.) | William Siegman (B.M.) |
| **MASSACHUSETTS** | | | | | | | | |
| Boston | Italian | Gazzetta del Massachusetts | 16,062 | .06 | Sat. | James V. Donnaruma | James V. Donnaruma (E.) | |
| | Lithuanian | Keleivis | 29,870 | .09 | Wed. | Stanley Michelson | Stanley Michelson (E.) | |
| | | Darbininkas | 10,000 | .06 | Tues., Fri. | St. Joseph's Lithuanian R. C. Association of Labor | | |
| Chicopee | Polish | Nova Anglia | 8,120 | .045 | Fri. | New England Press, Inc. | Joseph Puck<br>Leon W. Szetela (M.E.) | Leon W. Szetela (B.M.) |
| Fall River | Portuguese | Novidades | 4,200 | .30″ | Thurs. | John B. Machado | John B. Machado | |
| Fitchburg | French | La Liberte | 6,960 | .45″ | Fri. | Leonard A. Remy | J. T. Benoit | Leonard A. Remy |
| Holyoke | French | La Justice | 4,600 | .50″ | Thurs. | La Justice Publishing Co. | Joseph Lussier | Joseph Lussier |
| | German | New England Rundschau | 3,400 | .60″ | Thurs. | Wisly Lithograph & Printing Co. | Paul Radisch (E.) | Victor Wisly (B.M.) |
| Lawrence | French | Le Courrier de Lawrence | 3,800 | .40″ | Fri. | The Wood Press, Inc. | Henry D. DeVitry (E.) | |
| Lynn | French | Le Lynnois | 3,500 | .25″ | Fri. | Lynnois Publishing Co. | Elizabeth Chasse (E.) | Aime J. Chasse (B.M.) |
| New Bedford | French | Le Messager | 3,010 | .035 | Sun. | Le Messager Publishing Co. | J. A. Desaulniers (E.) | J. A. Desaulniers (B.M.) |
| | Portuguese | O Independente | 7,000 | .025 | Thurs. | Portuguese Newspaper Co. | Joao R. Rocha (E.) | Joao R. Rocha (B.M.) |
| Springfield | Italian | L'Eco della Nuova England | 3,750 | .08 | Fri. | Itala Printing & Publishing Co. | Franc. S. Marinaro (E.) | Franc. S. Marinaro (B.M.) |
| Worcester | French | Le Travailleur | 8,200 | .04 | Thurs. | Wilfrid Beaulieu | Wilfrid Beaulieu (E.) | Wilfrid Beaulieu (B.M.) |
| | Lithuanian | Amerikos Lietuvis | 5,500 | .03 | Thurs. | Gabriel A. Kyba | Josephine Leonaite (E.) | Gabriel A. Kyba (B.M.) |
| | Swedish | Svea | 36,341 | .13 | Wed. | Svea Publishing Co. | Karl G. Fredin (E.) | Anton H. Trulson (B.M.) |
| **MICHIGAN** | | | | | | | | |
| Calumet | Finnish | Valvoja | 8,600 | .35″ | Tues., Thurs., Sat. | Finnish Republican Printing Co. | Emil R. Millen | Ralph P. Bekkala |
| Detroit | Hungarian | Detroiti Ujsag | 7,000 | .07 | Fri. | Julius Fodor | George Kemeny (E.),<br>J. Fodor (M.E.) | Julius Fodor (E.M.) |
| | | Magyar Banyaszlap | 11,800 | .12 | Wed. | Associated Hungarian Weeklies | Andrew Fisher | Martin Himler |
| | Italian | Voce del Popolo | 5,000 | .07 | Fri. | Italian Publishing Co. | Joseph Ciarrocchi (E.) | Joseph Ciarrocchi (B.M.) |
| | Polish | Robotnki Polski | 36,435 | .07 | Sun. | Polish Socialist Alliance | S. Kaminski (E.) | Stanley Koslowski (B.M.) |
| Hancock | Finnish | Amerikan Suometar | 5,352 | .45″ | Tues., Thurs., Sat. | Finnish Lutheran Book Concern | Emil Saastamoinen (E.) | |
| **MINNESOTA** | | | | | | | | |
| Duluth | Finnish | Siirtolainen | 8,476 | .50″ | Wed. | Carl H. Salminen | Carl H. Salminen (E.) | Dale W. Salminen (B.M.) |
| Minneapolis | Norwegian | Tidende | 16,315 | .09 | Thurs. | T. Guldbrandsen Publishing Co. | Carl G. O. Hansen (E.) | John Bjorhus (B.M.) |
| | Swedish | Svenska Amerikanska Posten | 40,000 | .18 | Wed. | Lillian Turnblad | Emil Meurling (E.) | William Mattson (B.M.) |
| Winona | German | Haus und Bauernfreund & National Farmer | 100,115 | .50 | Thurs. | National Weeklies, Inc. | F. W. Klatt (E.) | Emil Leicht |
| | | Amerika Herold & Lincoln Freie Presse | 106,174 | .50 | Tues. | National Weeklies, Inc. | | Emil Leicht |
| **MISSOURI** | | | | | | | | |
| Kansas City | German | Kansas City Presse | 16,647 | .08 | Wed., Sun. | Val. J. Peter | Herman Gastreich (E.) | |
| St. Louis | Jewish | Jewish Record | 8,400 | .07 | Fri. | Jewish Record Publishing Co. | Leon Gellman (E.) | Noah W. Sals (B.M.) |
| **NEBRASKA** | | | | | | | | |
| Lincoln | German | Welt Post | 13,263 | .06 | Thurs. | Val. J. Peter | D. Stauss (E.) | D. Stauss (B.M.) |
| Omaha | Bohemian | Narodni Pokrok | 15,450 | .035 | Fri. | Riha Printing Company | Otakar Charvat (E.) | |
| | Danish | Danska Pioneer | 27,173 | .08 | Thurs. | Sophus F. Neble Publishing Co. | C. P. Christansen (E.) | Nils H. Jorgensen |
| | Polish | Gwiazda Zachodu | 12,500 | .50″ | Fri. | Western Star Publishing Co. | Z. A. Klammer (E.) | |
| | Swedish | Omaha Posten | 15,000 | .05 | Thurs. | Omaha Posten Publishing Co. | Nelson & Thorson (E.) | |
| **NEW HAMPSHIRE** | | | | | | | | |
| Nashua | French | L'Impartial | 2,700 | .35″ | Tues., Thurs., Sat. | A. J. Biron | A. J. Biron | |
| **NEW JERSEY** | | | | | | | | |
| Jersey City | Polish | Glos Narodu | 16,056 | .07 | Thurs. | Glos Narodu, Inc. | Anthony Z. Korona (E.) | Frank J. Przybylski |
| Newark | German | N. J. Freie Zeitung | 4,445 | .04 | Fri. | Academy Press Company | | |
| | Italian | Italo Americano | 12,975 | .05 | Fri. | The Italian-American Pub. Co. | Olindo Marzulli (E.) | Olindo Marzulli (B.M.) |
| | Polish | Kronika | 14,550 | .05 | Fri. | Kronika Publishing Company | Jan Sliski (E.) | Jos. E. Niemaseck (B.M.) |
| | Portuguese | A Tribuna | 3,000 | .35″ | Fri. | Joseph Merola | Laurinda Andrade | |
| Trenton | Hungarian | Fuggetlenseg | 6,200 | .025 | Thurs. | Anthony J. Orosz | Anthony J. Orosz | |
| | Polish | Przyjaciel Wolnosci | 6,500 | .08 | Sun. | Albin S. Bielawski | Dr. K. Wacht (E.) | Albin S. Bielawski |

*Members A.B.C.

# PRINCIPAL FOREIGN LANGUAGE NEWSPAPERS

## NEW YORK

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Albany | Italian | La Capitale | 4,000 | .40″ | Sat. | Joseph Farinacci | Joseph Farinacci (E.) | Louis Farinacci (B.M.) |
| Buffalo | Italian | Corriere Italiano | 4,500 | .65″ | Thurs. | Il Corriere Italiano Publishing Co. | Joseph J. Lunghino (E.) | A. S. Lunghino (B.M.) |
| Jamestown | Swedish | Skandia | 5,750 | .64″ | Thurs. | Liberty Printing Co., Inc. | A. A. Anderson (E.) | C. E. Lindstone (B.M.) |
| New York | Croatian | *Hrvatski List | 19,260 | .06 | Tues., Thurs., Sat. | Hrvatski Publishing Co. | John Kresich | P. Caminiti |
| | Danish | Nordlyset | 3,890 | .072 | Thurs. | Nordlyset Publishing Co. | Albert Van Sand | Albert Van Sand |
| | Finnish | New Yorkin Urtiset | 9,800 | .036 | Tues., Thurs., Sat. | Finnish Newspaper Co. | Antonero Riipa (E.) | John F. Hackman (B.M.) |
| | French | Courrier des Etats-Unis | 12,000 | .08 | Sun. | Courrier des Etats-Unis Corp. | J. Wavrinek | |
| | German | Neue Volkszeitung | 22,184 | .09 | Sat. | Progressive Publishing Association. | | |
| | Japanese | Japanese American | 10,000 | .55″ | Sat. | Nippon Publishing Company | Y. E. Muroka | Y. E. Muroka |
| | Jewish | Brooklyn Jewish Voice | 8,263 | .12 | Fri. | L. Y. Borkon | L. Y. Borkon | L. Y. Borkon |
| | Lithuanian | Vienybe | 11,500 | .036 | Fri. | Lithuanian Press Corp. | J. Tyslinva (E.) | |
| | Norwegian | *Nordisk Tidende | 12,809 | .10 | Thurs. | Norwegian News Company | A. N. Rygg (E.) | S. J. Arnesen (B.M.) |
| | Polish | Czas | 8,000 | .07 | Fri. | Czas Publishing Association | Joseph A. Glowacki (E.) | Joseph L. Bogdam (B.M.) |
| | Swedish | Finska Amerikanaren | 5,835 | .64″ | Thurs. | Finnish American, Inc. | Otto A. Gullmes | |
| | | Nordstjernan | 14,600 | .12 | Thurs. | Charles K. Johansen | Edgar Swanson (E.) | Nils Sylvan (B.M.) |
| Rochester | Italian | Stampa Unita | 3,500 | .04 | Fri. | Rochester Alliance Press | Clement G. Lanni (E.) | Clement G. Lanni (B.M.) |
| Schenectady | Polish | Gazeta Tygodniowa | 6,000 | .06 | Fri. | C. S. Ogonowski | C. S. Ogonowski (E.) | |
| Utica | Polish | Slowo Polskie | 6,500 | .035 | Fri. | Slowo Polskie, Inc. | John J. Labuz (E.) | M. K. Bienkowska (B.M.) |

## OHIO

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Cleveland | Lithuanian | Dirva | 12,967 | .50″ | Fri. | Ohio Lithuanian Publishing Co. | K. S. Karpavicius (E.) | K. S. Karpavicius (B.M.) |
| | Polish | Polish Kuryer | 30,000 | .06 | Thurs. | Kuryer Publishing Co. | J. A. Zebrowski (E.) | W. T. Wielowiejski (B.M.) |
| | | Zwiazkowiec | 18,000 | .06 | Wed. | Alliance of Poles of America | K. J. Zilecki | W. J. Nowak |
| | Slovak | Slovenska Ozvena | 5,500 | .60″ | Wed. | Slovenska Ozvena Publishing Co. | Michael Senko (E.) | Ed. Simec (B.M.) |
| Toledo | Polish | Ameryka-Echo | 123,210 | .18 | Sun. | A. A. Paryski | F. Friedel (E.) | E. R. Wrongroski (B.M.) |
| Youngstown | Hungarian | Amerikai Magyar Hirlap | 3,850 | .55″ | Thurs. | Anna R. Nemenyi | E. Nemenyi | |
| | Slovak | Slovenske Nowiny | 3,450 | .62″ | Fri. | Slovak News Publishing Co. | M. Mras | |

## OREGON

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Portland | Swedish | Oregon Posten | 3,100 | .047 | Wed. | K. Eina Karlson | H. Youngstrom (E.) | H. Youngstrom (B.M.) |

## PENNSYLVANIA

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Hazleton | Italian | Il Trentino | 19,360 | .05 | Sat. | Emilio Clementel | Emilio Clementel (E.) | Peter Flaim (B.M.) |
| Homestead | Slovak | American Russian Falcon | 20,146 | .07 | Tues. | | P. J. Macakov (E.) | Michael J. Yuhasz (B.M.) |
| | Russian | Amerikansky Russky Viestnik | 50,345 | .14 | Thurs. | | Rev. Stephen Varsaly (E.) | Michael J. Yuhasz (B.M.) |
| Philadelphia | Polish | Gwiazda | 17,500 | .05 | Sun. | Polish Star Publishing Co. | Francis Grzeskowiak | Frances Nowaczyk |
| | | Patryota | 14,000 | .05 | Fri. | T. Wasowicz | Gregory J. Kociel | Gregory J. Kociel |
| | | Jednosc | 7,008 | .054 | Fri. | Bernard S. Pluta | John J. Nowosielski | |
| | Russian | Pravda | 10,000 | .061 | Tues., Fri. | Russian Brotherhood of U. S. A. | Dr. S. Pyah | J. Kivko |
| | Ukrainian | Amerika | 8,150 | .025 | Tues., Thurs., Sat. | Providence Association | Vladimir B. Lototsky | Peter Kiryluk |
| Pittsburgh | German | Sonntagsbote | 26,710 | .75″ | Sun. | German American Publishing & Printing Co. | John E. Joos | |
| | Italian | La Trinacria | 3,550 | .60″ | Fri. | Antonio Certo | Antonio Certo (E.) | Antonio Certo (B.M.) |
| | Jewish | Jewish Leader | 15,600 | .08 | Fri. | Louis Y. Borkon | Louis Y. Borkon | |
| | Polish | Pittsburczanin | 10,600 | .07 | Fri. | Pittsburgh Polish Daily Pub. Co. | V. L. Alski | V. L. Alski |
| | Slovak | Narodne Noviny | 22,030 | .75″ | Wed. | National Slovak Society of U. S. A. | Joseph Zary (E.) | Stephen Straka (B.M.) |
| | | Slovensky Hlasnik | 12,300 | .75″ | Thurs. | Slovak Evangelical Union | Emil Stankoviansky (E.) | |
| Scranton | Italian | Il Minatore | 20,000 | 1.00″ | Fri. | Il Minatore Publishing Co. | Ludwig Caminita (E.) | Leonard Tartaglia (B.M.) |
| | Polish | Republika Gornik | 12,546 | .60″ | Sun. | John Dende | John Dende (E.) | John Dende (B.M.) |
| | Slovak | *Obrana | 13,588 | .06 | Tues., Fri. | Obrana Publishing Co. | Feodor Salva (E.) | Thomas Folan (B.M.) |
| | Ukrainian | Narodna Wolna | 10,682 | .05 | Tues., Thurs., Sat. | Ukrainian Workingmen's Association | Nicholas Ceglinsky (E.) | Anthony Batnik (B.M.) |
| Wilkes-Barre | Lithuanian | Garsas | 18,505 | .052 | Thurs. | Lithuanian R. C. Alliance of America | | J. B. Saliunas (Man.) |
| | Polish | Gornik | 9,308 | .08 | Wed. | Stanley E. Sehmidt | | |
| | Slovak | Bratstvo | 27,200 | .10 | Thurs. | Bratstvo Publishing Company | I. V. Iatala (E.) | |

## TEXAS

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| San Antonio | Spanish | La Prensa | 4,234 | .035 | Wed. | Ignacio E. Lozano | | H. Martinez (C.M.)<br>L. Gonzales (B.M.) |

## WASHINGTON

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Seattle | German | Washington Staats Zeitung | 10,757 | .60″ | Thurs. | Seattle Printing & Publishing Co. | Mart. Dudel | R. L. Smysei |
| | Norwegian | Washington Posten | 15,000 | .75″ | Fri. | Gunnar Lund | Gunnar Lund (E) | |
| | Swedish | Svenska Pacific Tribunen | 6,000 | .75″ | Thurs. | Pacific Tribune Publishing Co. | Axel Hedberg (E) | Axel Hedberg (B.M.) |
| | | Svenska Journalen | 9,400 | .60″ | Thurs. | Swedish American Publishing Co. | Nils F. Brown | Gus Backman (B.M.) |

## WISCONSIN

| City | Language | Publication | Circulation | Minimum Rate | Issue | Publisher | Editor Managing Editor | General Manager Business Manager Circulation Manager |
|---|---|---|---|---|---|---|---|---|
| Milwaukee | Bohemian | Czechoslovak | 22,000 | .107 | Sat. | John V. Klabouch | John V. Klabouch (E.) | John V. Klabouch (B.M.) |
| | German | Sonntagspost | 26,000 | .12 | Sun. | Union Press Company | Gustav Haas (E.) | |
| | Jewish | Wochenblatt | 5,000 | .08 | Fri. | Horwits Printing Company | Isador S. Horwits | |
| Stevens Point | Polish | Gwiazda Polarna | 100,143 | 2.00″ | Sat. | Worzalla Publishing Co. | H. Niewolkiewicz (E.)<br>Paul Klimowicz (M.E.) | Walter S. Worzalla (B.M.) |

*Members ABC.

### NEWSPAPERS ISSUED IN TABLOID OR SMALL FORMAT

Augusta (Kan.) Gazette
Boston (Mass.) Record
Burlington (Kan.) Republican
Chicago (Ill.) Times
Dalhart (Tex.) Texan
DeQueen (Ark.) Citizen
Frankfort (Kan.) Index
Harrisburg (Pa.) Morning Telegraph
Gillette (Wyo.) Journal
Los Angeles (Calif.) Illustrated Daily News
Mt. Pleasant (Tex.) Times
Neodesha (Kan.) Sun
New Orleans (La.) Journal of Commerce
New York Bond Buyer
New York Investment News
New York Mirror
New York News
Pensacola (Fla.) Herald
Philadelphia News
Ridgewood (N. Y.) Brooklyn Daily Advocate
Sayre (Okla.) Headlight Journal
Scarsdale (N. Y.) Sun
Seward (Alaska) Gateway
Washington (D. C.) News
Williston (N. D.) Herald
Yonkers (N. Y.) Record

The following list of papers are using tabloid comics. In some cases the paper uses both tabloid and standard size.

Birmingham (Ala.) News
Montgomery (Ala.) Advertiser
Orlando (Fla.) Sentinel-Star
Macon (Ga.) Telegraph & News
Chicago (Ill.) Times
Ashland (Kan.) Independent (daily)
Wichita (Kan.) Sunday Eagle
New Orleans (La.) Item Tribune
Jamaica, L. I. Sunday Press
New York, N. Y. Mirror
New York, N. Y. News
Charlotte (N. C.) Observer
Muskogee (Okla.) Phoenix (daily)
Philadelphia (Pa.) Inquirer
Chattanooga (Tenn.) Times
Port Arthur (Tex.) News
Spokane (Wash.) Spokesman-Review

*Established 1905*

HOTALING'S NEWS AGENCY NEW YORK N.Y.

*DEALERS and DISTRIBUTORS*

**OUT-OF-TOWN NEWSPAPERS**

Office and Stock Room
TIMES BUILDING
"BRyant 9-0344"

# LEADING NEGRO PUBLICATIONS OF THE UNITED STATES

The following list of leading Negro publications of the United States was compiled from information supplied by publishers, from U. S. Department of Commerce records, and from data furnished by the W. B. Ziff Company, advertising representative of Negro publications.

Circulation figures in bold face are taken from Publishers' Statement to the Audit Bureau of Circulations for the six months ending Sept. 30, 1933.

## ALABAMA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Birmingham | World | Tue. & Fri. | 4,000 | .05 | 12½ | 286 | 8 | 65 |
| Dothan | World | Sat. | 300 | .03 | 12½ | 286 | 8 | 65 |
| Mobile | Advocate | Sat. | .... | .017 | 13 | 280 | 6 | 55 |
| Mobile | Sun | Sat. | 1,950 | .03 | 12½ | 286 | 8 | 65 |
| Mobile | Press-Forum Wkly. | Sat. | 3,625 | .036 | 13 | 265 | 7 | 65 |
| Montgomery | World | Sat. | 1,400 | .02 | 12½ | 286 | 8 | 65 |

## ARIZONA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Phoenix | Arizona Gleam | Sat. | 1,200 | .021 | 12½ | 280 | 6 | 65 |

## ARKANSAS

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Fort Smith | Southwest Recorder | Sat. | 500 | .02 | 12½ | 286 | 8 | 65 |
| Little Rock | Arkansas Survey | Sat. | .... | .036 | 12 | 280 | 7 | 65 |
| Little Rock | Arkansas World | Fri. | 800 | .03 | 12½ | 286 | 8 | 65 |

## CALIFORNIA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Los Angeles | Eagle | Fri. | 9,000 | .05 | 12 | 287 | 8 | .. |
| Los Angeles | News | Wed. | .... | .06 | 12 | 273 | 8 | 65 |
| Oakland | Independent | Fri. | .... | .03 | 12½ | 290 | 8 | 65 |
| San Diego | New Day Reformer | Monthly | .... | .03 | 13 | 133 | 3 | .. |
| San Francisco | Spokesman | Thurs. | 2,518 | .10 | 12 | 180 | 5 | .. |

## COLORADO

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Pueblo | Western Ideal | Fri. | .... | .029 | 13 | 275 | 7 | 65 |
| Denver | Colo. Statesman | Thurs. | .... | .055 | 13 | 275 | 6 | 60 |

## CONNECTICUT

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Hartford | Hartford Pilot | Sat. | .... | .042 | 13 | 277 | 6 | 60 |

## DELAWARE

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Wilmington | Cape Fear Journal | Sat. | 875 | .032 | 12½ | 286 | 8 | 65 |

## DISTRICT OF COLUMBIA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Washington | Sentinel | Sat. | 3,780 | .05 | 13 | 303 | 7 | 65-100 |

## FLORIDA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Jacksonville | Sentinel | Sat. | 5,022 | .06 | 12½ | 282 | 7 | 65 |
| Jacksonville | World | Fri. | 1,250 | .03 | 12½ | 286 | 8 | 65 |
| Miami | Advocator | Sat. | 1,150 | .02 | 12½ | 286 | 8 | 65 |
| Miami | Times | Sat. | .... | .02 | 12 | 220 | 8 | 65 |
| Pensacola | Colored Citizen | Sat. | .... | .05 | 13 | 250 | 8 | 65 |
| St. Augustine | Post | Thurs. | .... | .018 | 12 | 218 | 5 | .. |
| St. Petersburg | Public Reformer | Sat. | 300 | .029 | 12½ | 286 | 8 | 65 |
| Sanford | Sanford-Orlando Mirror | Sat. | 300 | .02 | 12½ | 286 | 8 | 65 |
| Tampa | World | Sat. | 2,275 | .02 | 12½ | 286 | 8 | 65 |

## GEORGIA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Atlanta | Atlanta Daily World | Sat. | 11,995 | .08 | 12½ | 286 | 8 | 65 |
| Brunswick | Brunswick World | Fri. | 350 | .03 | 12½ | 286 | 8 | 65 |
| Savannah | Journal | Wed. | .... | .05 | 13 | 300 | 7 | 55 |

## ILLINOIS

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Bloomington | Co-Operative News | Sat. | .... | .035 | 13 | 280 | 5 | 65 |
| Chicago | Abbott's Weekly | Sat. | 30,000 | .30 | 12½ | 230 | 5 | 65 |
| Chicago | Bronzeman | Mon. | 1,218 | .20 | 12½ | 140 | 3 | 100 |
| Chicago | Defender | Sat. | .... | .50 | 12½ | 305 | 8 | 65 |
| Kankakee | The Progressive Era | Sat. | 300 | .018 | 13 | 306 | 7 | 65 |

## INDIANA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Gary | American | Fri. | .... | .025 | 12 | 301 | 8 | — |
| Indianapolis | Recorder | Sat. | 6,096 | .06 | 12 | 270 | 8 | 60 |
| Indianapolis | Kappa Alpha Psi Journal | Mon. | 1,000 | .05 | 13 | 135 | 3 | 85 |

## IOWA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Des Moines | Iowa Bystander | Fri. | 1,150 | .032 fl | 12½ | 286 | 8 | 65 |
| Sioux City | Enterprise | Sat. | .... | .02 | 13 | 280 | 5 | 65 |

## KENTUCKY

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Hopkinsville | Globe-Journal | Sat. | 400 | .03 | 12½ | 286 | 8 | 65 |
| Lexington | Inter-State Co. News | Sat. | .... | .03 | 13 | 195 | 4 | 65 |
| Lexington | Weekly Record | Sat. | 1,175 | .03 | 12½ | 286 | 8 | 65 |
| Louisville | Defender | Sat. | 5,000 | .10 | 12½ | 305 | 8 | 65 |
| Richmond | Broadcast | Sat. | 300 | .02 | 12½ | 286 | 8 | 65 |

## LOUISIANA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Monroe | Broadcast | Sat. | .... | .011 | 13 | 308 | 7 | — |
| New Orleans | Louisiana Weekly | Sat. | 8,368 | .10 | 12 | 290 | 8 | 65 |
| Shreveport | Louisiana Post-Dispatch | Sat. | 1,700 | .03 | 12½ | 286 | 8 | 65 |

## MARYLAND

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Baltimore | Afro-American | Sat. | 45,475 | .25 fl | 12½ | 308 | 8 | 65 |

## MASSACHUSETTS

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Boston | Guardian | Sat. | .... | .05½ fl | 12½ | 282 | 6 | 70 |

## MICHIGAN

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Detroit | Tribune | Sat. | 3,835 | .05 | 12 | 286 | 8 | .. |
| Detroit | World | Sun. | 700 | .03 | 12½ | 286 | 8 | 65 |

## MINNEAPOLIS

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Minneapolis | Twin City Herald | Sat. | .... | .03 | 13 | 300 | 6 | 65 |

## MISSISSIPPI

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Greenville | Leader | Sat. | .... | .03 | 13 | 220 | 5 | 55 |
| Jackson | Southern Register | Sat. | .... | .04 | 13 | 208 | 6 | 65 |

## MISSOURI

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Hannibal | Hannibal Register | Sat. | 500 | .025 | 12½ | 286 | 8 | 65 |
| Joplin | Joplin-Springfield Uplift | Sat. | .... | .02 | 13 | 265 | 6 | 65 |
| Kansas City | Call | Fri. | **16,666** | .12 | 12 | 280 | 8 | 55 |
| Kansas City | The Torch | Weekly | .... | 21.4 | 12½ | 141 | 2 | .. |
| St. Louis | Postal Alliance | Monthly | .... | .07 | 13 | 127 | 3 | 80 |
| St. Louis | Argus | Fri. | 14,000 | .09 | 12 | 288 | 8 | 60-80 |

## NEBRASKA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Omaha | Guide | Sat. | .... | .071 | 13 | 300 | 7 | 60 |

## NEW JERSEY

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Red Bank | Echo | Sat. | .... | .02 | 13 | 280 | 6 | 65 |

## NEW YORK

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| New York City | New Amsterdam News | Wed. | **30,206** | .17 | 12½ | 300 | 8 | 65 |

## NORTH CAROLINA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Asheville | World | Sat. | 800 | .03 | 12½ | 286 | 8 | 65 |
| Charlotte | Post | Sat. | 750 | .03 | 12½ | 286 | 8 | 65 |
| Charlotte | Sun | Sat. | 300 | .03 | 12½ | 286 | 8 | 65 |
| Durham | Dispatch | Fri. | 400 | .03 | 12½ | 286 | 8 | 65 |
| Kinston | Carolina Eagle | Sat. | 400 | .03 | 12½ | 286 | 8 | 65 |
| Kinston | Free Will Baptist Advocate | Sat. | .... | .035 | 13 | 280 | 7 | 65 |
| New Bern | World | Sat. | 325 | .02 | 12½ | 286 | 8 | 65 |
| Raleigh | Carolina Tribune | Sat. | .... | .05 fl | 12 | 200 | 8 | 65 |
| Reidsville | Lucky City World | Fri. | 300 | .03 | 12½ | 286 | 8 | 65 |
| Sanford | Enterprise | Fri. | .... | .021 | 13 | 276 | 6 | .. |

## OHIO

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Cincinnati | World | Sat. | 500 | .03 | 12½ | 286 | 8 | 65 |
| Cleveland | Call & Post | Sat. | 3,882 | .08 | 12 | 288 | 8 | 65 |
| Cleveland | Eagle | Sat. | 650 | .03 | 12½ | 286 | 8 | 65 |
| Columbus | Voice | Fri. | .... | .054 | 13 | 280 | 7 | 65 |
| Dayton | Forum | Fri. | 1,200 | .06 | 13 | 300 | 7 | 65 |
| Massillon | Ohio Spokesman | Sat. | .... | .03 | 12½ | 308 | 8 | 65 |
| Toledo | The Observer | Sat. | .... | .04 | 13 | 230 | 5 | 65 |

## OKLAHOMA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Boley | Boley News | Fri. | .... | .03 | 13 | 265 | 6 | 65 |
| Oklahoma City | Black Dispatch | Thurs. | 9,947 | .08 | 12 | 311 | 8 | 65 |
| Okmulgee | Voice of the Nation | Fri. | 500 | .02 | 12½ | 286 | 8 | 65 |

## OREGON

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Portland | Advocate | Sat. | .... | .04 | 13 | 305 | 6 | 65 |

## PENNSYLVANIA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Philadelphia | Tribune | Thurs. | **14,617** | .11 | 12½ | 294 | 8 | 65 |
| Pittsburgh | Crier | Weekly | 8,000 | .06 | 12½ | 294 | 8 | 65 |
| Pittsburgh | Criterion | Sat. | 7,000 | .035 | 13 | 200 | 5 | .. |

## SOUTH CAROLINA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Charleston | Messenger | Sat. | .... | .03 | 12½ | 305 | 7 | .. |
| Columbia | News | Sat. | 300 | .03 | 12½ | 286 | 8 | 65 |
| Columbia | Palmetto Leader | Sat. | 3,290 | .03 | 13 | 280 | 6 | 60 |
| Florence | Pee Dee Weekly | Sat. | 300 | .02 | 12½ | 286 | 8 | 65 |
| Frogmore | St. Helena News | Sat. | 500 | .02 | 12½ | 286 | 8 | 65 |

## TENNESSEE

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Chattanooga | Defender | Fri. | 1,700 | .035 | 13 | 270 | 6 | 55 |
| Jackson | Jackson World | Sat. | 1,000 | .03 | 12½ | 286 | 8 | 65 |
| Knoxville | Flashlight Herald | Sat. | 7,627 | .03 | 13 | 275 | 6 | 55 |
| Memphis | World | Tue.-Fri. | 5,100 | .06 | 12½ | 286 | 8 | 65 |
| Memphis | Tri-State Tribune | Sat. | .... | .05 | 13 | 290 | 7 | 65 |
| Nashville | Clarion | Sat. | .... | .04 | 13 | 280 | 6 | 65 |
| Nashville | World | Fri. | 1,875 | .02 | 12½ | 286 | 8 | 65 |

## TEXAS

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Austin | Messenger | Sat. | 1,650 | .02 | 12½ | 286 | 8 | 65 |
| Beaumont | Industrial Era | Sat. | .... | .02 fl | 13 | 286 | 6 | 55 |
| Corsicana | Taborian Banner | Sat. | .... | .036 | 12½ | 200 | 6 | 65 |
| Dallas | Express | Sat. | **7,204** | .06 | 12 | 292 | 8 | 85 |
| Fort Worth | Mind | Sat. | 1,525 | .03 | 12½ | 286 | 8 | 65 |
| Fort Worth | The White Man and the Negro Magazine | Monthly | .... | .10 | 13 | 160 | 4 | .. |
| Galveston | Banner | Sat. | .... | .03 | 13 | 280 | 6 | 65 |
| Highland Park | Texas World | Wed.-Sat. | 500 | .02 | 12½ | 286 | 8 | 65 |
| San Antonio | The Negro American Magazine | Monthly | .... | $50 per page | 15 | 143 | 3 | 65 |
| San Antonio | Inquirer | Sat. | 3,765 | .03 | 13 | 280 | 6 | 65 |
| San Antonio | Register | Fri. | 7,617 | .045 | 12 | 294 | 8 | 65 |
| Waco | Messenger | Fri. | .... | .03 | 13 | 288 | 6 | 65 |

## VIRGINIA

| City | Paper | Pub. | Circ. | Rate Per Line | Col. Width (ems) | Col. Depth (lines) | Cols. Per Page | Screen |
|---|---|---|---|---|---|---|---|---|
| Norfolk | Journal & Guide | Sat. | **17,957** | .10 | 12 | 308 | 8 | 65 |
| Richmond | Planet | Sat. | 3,834 | .05 | 12 | 294 | 8 | 65 |
| Roanoke | Enquirer | Fri. | 400 | .02 | 12½ | 286 | 8 | 65 |
| Staunton | Beverly Times | Sat. | 1,700 | .058 | 12 | 214 | 5 | |

## ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

**Advertising Federation of America,** 330 W. 42d st., New York—Edgar Kobak, president; Earle Pearson, general manager..

**Agricultural Publishers' Association,** 5816 N. Artesian av., Chicago—W. C. Allen, Dakota Farmer, Aberdeen, S. D., president; V. F. Hayden, executive secretary.

**Alabama Press Association**—Jesse B. Adams, Ozark, Ala., president; E. C. Hall, Alexander City, Ala., secretary-treasurer.

**Allegany County Publishers' Association**—Frank W. LeClere, Friendship, N. Y., president; Frank A. Crumb, Alfred, N. Y., secretary.

**Allied Daily Newspapers of Washington**—Harry B. Averill, Mt. Vernon (Wash.) Daily Herald, president; John H. Jessup, Bremerton (Wash.) News-Searchlight, secretary.

**Allied Sacramento Valley Newspapers**—H. E. Thomas, Marysville (Calif.) Appeal-Democrat, president; J. W. Sehorn, Willows (Calif.) Journal, secretary.

**Alumni Association of the School of Journalism,** Columbia Universitiy, N. Y.—John A. Crone, financial writer, The Consolidated Press, 280 Broadway, New York, president; John E. Stempel, New York Sun, New York, secretary.

**American Agricultural Editors' Association**—John F. Case, Missouri Ruralist, Kirksville, Mo., president; Walter H. Lloyd, editor, Cleveland Ohio Farmer, secretary.

**American Association of Advertising Agencies**—John Benson, 420 Lexington av., New York, president; Frederic R. Gamble, 420 Lexington av., New York, executive secretary.

**American Association of Schools and Departments of Journalism**—Prof. Charles E. Rogers, Kansas State College of Agriculture and Applied Science, Manhattan, Kan., president; Prof. H. H. Herbert, University of Oklahoma, Norman, Okla., secretary-treasurer.

**American Newspaper Publishers' Association,** 370 Lexington av., New York City—Howard Davis, New York Herald Tribune, president; E. H. Harris, Richmond (Ind.) Palladium-Item, secretary.

**American Association of Teachers of Journalism**—Prof. William L. Mapel, Washington & Lee University, Lexington, Va., president; Prof. H. H. Herbert, University of Oklahoma, Norman, Okla., secretary-treasurer.

**American Society of Newspaper Editors**—Paul Bellamy, Cleveland (O.) Plain Dealer, president; A. H. Kirchhofer, Buffalo (N. Y.) Evening News, secretary.

**Arizona Press Club**—Ward R. Adams, Phoenix (Ariz.) Republic & Gazette, president; Ralph O. Brown, Associated Press, P. O. Box 126, Phoenix, secretary-treasurer.

**Arizona Members of the Associated Press**—Charles A. Stauffer, Phoenix (Ariz.) Republic & Gazette, president; Ralph O. Brown, Associated Press, P. O. Box 126, Phoenix, secretary.

**Arkansas Press Association**—Chas. M. Young, Helena (Ark.) World, president; C. Armitage Harper, 114 N. Conway st., Little Rock, executive secretary.

**Associated Business Papers, Inc.**—James H. McGraw, Jr., 330 West. 42d st., New York, president; H. J. Payne, 330 W. 42d st., New York, secretary.

**Associated Court and Commercial Newspapers**—Edwin Warfield, Jr., 15 E. Saratoga st., Baltimore, Md., president; Harry L. Doud, 329 South Front st., Columbus, secretary-treasurer.

**Association of Newspapers Classified Advertising Managers**—C. M. Carroll, New York Times, president; H. W. Cornell, San Antonio (Tex.) Express, secretary.

**Associated Negro Press**—C. A. Barnett, 3423 Indiana av., Chicago, president; P. L. Prattis, Chicago, secretary.

**Associated Press**—Frank B. Noyes, Washington (D. C.) Star, president; Kent Cooper, 383 Madison av., New York City, secretary.

**Associated Publishers of New York**—William O. Dapping, Auburn (N. Y.) Citizen-Advertiser, chairman; E. G. Solk, Auburn (N. Y.) Citizen-Advertiser, secretary.

**Associated Weeklies of Western North Carolina**—W. C. Russ, Waynesville (N. C.) Mountaineer, president; S. T. Wood, Tryon (N. C.) Polk County News, secretary.

**Association of Canadian Advertisers**—A. M. Miller, Chrysler Motor Car Corporation of Canada, Ltd., Windsor, Ont., president; Miss F. E. Clotworthy, 1024 Federal Bldg., Toronto, secretary.

**Association of Foreign Press Correspondents**—Dr. A. Morawski-Nawench, Polish Telegraphic Agency, 383 Madison av., New York, president; Robert Gueydan, Agence Havas, 383 Madison av., New York, secretary.

**Association of Newspaper Classified Advertising Managers**—C. M. Carroll, New York Times, president; H. W. Connell, San Antonio (Tex.) Express, secretary.

**Association of North American Directory Publishers**—Eugene Carmichael, 1331 Fifth av., Pittsburgh, Pa., president; E. J. Loranger, 354 Fourth av., New York, secretary.

**Audit Bureau of Circulations**—P. L. Thomson, Western Electric Company, New York, president; Ralph Starr Butler, General Foods Corporation, New York, secretary; T. F. Driscoll, Armour & Co., Chicago, treasurer.

**Baseball Writers' Association of America**—Harry G. Salsinger, sports editor, Detroit News, president; Henry P. Edwards, 2400 Straus Bldg., Chicago, secretary.

**Blue Pencil Club of Ohio**—Ray M. White, Millersburg (O.) Farmer-Hub, president; Norval Neil Luxon, School of Journalism, Ohio State University, Columbus, secretary-treasurer.

**Buckeye Press Association**—Dale Wolfe, Norwood (O.) Enterprise, president; L. E. Boisel, Cuyahoga Falls (O.) Falls News, executive secretary.

**California Circulation Managers' Association**—Harry Pollak, San Pedro News-Pilot, president; H. P. Yehling, Los Angeles Times, secretary-treasurer.

**California Newspaper Advertising Managers' Association**—Robert J. Corrigan, Glendale News-Press, president; Hugh S. Bomberger, Culver City Star-News, secretary.

**California Newspaper Publishers Association**—Dan L. Beebe, publisher Oroville (Calif.) Mercury-Register; Harvey R. Ling, Burbank Review, secretary treasurer.

**California Press Association**—Friend Wm. Richardson, 343 Sansome st., San Francisco, president; Harry Lutgens, San Rafael Independent, secretary.

**Canadian Daily Newspapers Association, Inc.**—A. W. Robb, Halifax Herald & Mail, president; Arthur Partridge, 902 Excelsior Life Bldg., Toronto, Ontario, secretary.

**Canadian Weekly Newspapers Association**—Charles Clark, High River (Alta.) Times, president; E. Roy Sayles, Renfrew (Ont.) Mercury, managing director.

**Carolinas Circulation Managers' Association**—R. R. Stowe, Gastonia (N. C.) Gazette, president; Will X. Coley, Raleigh (N. C.) News & Observer, secretary-treasurer.

**Catholic Press Association of the United States**—Richard Reid, Augusta (Ga.) Bulletin, president; Joseph H. Meier, Catholic Press Directory, 64 W. Randolph st., Chicago, secretary.

**Central States Circulation Managers' Assn.**—R. W. Taylor, Flint (Mich.) Journal, president; C. K. Jefferson, Des Moines (Ia.) Register & Tribune, secretary.

**Cincinnati Commercial Artists Club**—Edward Grueninger, 300 Schmidt Bldg., Cincinnati, president; Ralph Carpenter, 18 East Fourth st., Cincinnati, secretary; James A. Bratton, 18 East Fourth st., treasurer.

**Cincinnati Newspaper Guild**—Alfred Segal, Cincinnati Post, president; Donald Joseph, Cincinnati Times-Star, secretary; Thomas Mercer, Cincinnati Inquirer, vice-president-treasurer.

**Colorado Press Association**—T .E. Nowels, editor, Colorado Springs Gazette & Telegraph, president; Edwin A. Bemis, Boulder, Colo., secretary and field manager.

**Columbia Scholastic Press Association**—Joseph M. Murphy, 406 John Jay Hall, Columbia University, New York, director; John J. Barron, 406 John Jay Hall, Columbia University, New York, secretary.

**Columbus Press Club, Columbus, Ohio**—Harry Keys, Columbus (O.) Citizen, president; R. P. Cronin, Jr., bureau chief, Associated Press, P. O. Box 24, Columbus, secretary.

**Connecticut Editorial Association**—A. C. Worley, New Milford Times, president; Edward M. Brennan, Fairfield News, secretary-treasurer.

**Dallas County Press Association**—W. A. Brundage, Grand Prairie, Tex., president; Sam P. Harben, Dallas, secretary.

**Dartmouth Press Club**—Ernest L. Barcella, 65 State st., North New Haven, Conn., president; Richard K. Montgomery, 220 Grant st., Framingham, Mass., secretary-treasurer.

**Del-Mar-Va Press Association**—Fred G. Usilton, Kent News, Chestertown, Md., president; Wm. F. Metten, Wilmington (Del.) News-Journal, secretary.

**Direct Mail Advertising Association**—Eliot L. Wight, United States Envelope Co., 2 Cypress st., Springfield, Mass., president; Henry Hoke, Hotel Pennsylvania, New York, executive manager.

**Editorial Alumni Association of the World**—Herbert Bayard Swope, 730 Fifth av., New York, president; Alex L. Schlosser, Vanguard Press, 100 Fifth av., New York, secretary.

**Financial Advertisers Association**—A. G. Maxwell, vice-president, Citizens & Southern National Bank, Atlanta, Ga., president; Preston E. Reed, 231 S. La Salle st., Chicago, executive secretary.

**Florida Newspaper Advertising Executives Associations**—Truman Green, Tampa Tribune, president; R. D. Peterson, St. Petersburg Independent, secretary.

**Florida State Press Association**—C. P. Helfenstein, Live Oak Suwannee Democrat, president; Russell Kay, Florida Clipping Service, P. O. Box 929, Tampa, secretary; I. M. McAlpin, Plant City Courier, treasurer.

**Georgia Scholastic Press Association**—Miss Eleanor Whitson, Girls' High School, Atlanta, president; Miss Maude Hutchinson, Commercial High School, Atlanta, first vice-president; Raymond Staples, Athens High School, second vice-president; Marvin Day, Canton High School, secretary; John E. Drewry, director of the Henry W. Grady School of Journalism, university director.

(*Continued on page* 182)


# One Good Roller on Hand is Worth Three on the Way

Whether you publish a large Metropolitan Daily, a Suburban Daily or a Countryside Weekly we manufacture rollers adapted to your requirements. Our Star rubber and Duplex non-meltable are the best rollers for large edition newspapers. However, either rubber or non-meltable rollers are an unwarranted expense for the average and small edition newspapers. For these papers our Fibrous rollers are the best and most economical.

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## ASSOCIATIONS AND CLUBS—U. S. AND CANADA

(*Continued from page* 181)

**Greater Buffalo Advertising Club**—W. Arthur Lansill, 1063 William st., Buffalo, N. Y., president; Charles J. Thomas, Room 131, Hotel Lafayette, Buffalo, N. Y., executive secretary.

**Gridiron Club**—James L. Wright, 1207 National Press Bldg., Washington, D. C., president; J. Harry Cunningham, Printcraft Bldg., Washington, D. C., secretary; J. Fred Essary, 1214 National Press Bldg., Washington, D. C., treasurer.

**Hoosier State Press Association, Inc.**—Wray E. Fleming, Federal Bldg., Indianapolis, president; Joseph S. Hubbard, Spink Arms Hotel, Indianapolis, managing director.

**Hudson County Press Club, Inc.**—James L. Croall, Hoboken (N. J.) Jersey Observer, president; Marlin Morgan, Jersey City (N. J.) Jersey Journal, secretary.

**Idaho State Editorial Association**—M. F. Cunningham, Hailey Times, president; A. W. McCallum, Buhl Herald, secretary-treasurer.

**Illinois Press Association**—C. R. Denson, Minonk (Ill.) News-Dispatch, president; H. L. Williamson, 219 S. Fourth st., Springfield, Ill., secretary; W. L. Schmitt, Benld (Ill.) Enterprise, treasurer.

**Indiana Associated Press**—Luther M. Feeger, Richmond (Ind.) Palladium, president; S. P. Ochiltree, Associated Press, Indianapolis, secretary.

**Indiana League of Home Dailies**—S. E. Boys, Plymouth (Ind.) Pilot, president; H. Edmund Scheerer, 35 E. Wacker Drive, Chicago, secretary.

**Indiana Republican Editorial Association**—Arthur K. Remmel, Fort Wayne News-Sentinel, president; Neil D. McCallum, Batesville, secretary; Paul Maddock, Bloomfield, treasurer.

**Indiana Weekly Press Association**—Curtis Hostetter, Rockville, Ind., president; C. E. Van Valer, secretary; Peter Holzer, treasurer.

**Inland Daily Press Association, Inc.**—Charles R. Butler, Mankato, Minn., president; John L. Meyer, 12 E. Mifflin st., Madison, Wis., secretary-treasurer.

**Insurance Advertising Conference**—Henry H. Putnam, John Hancock Mutual Life Insurance Company, 197 Clarendon st., Boston, president; Arthur H. Reddall, Equitable Life assurance Society, 393 Seventh ave., New York, secretary.

**International Circulation Managers Association**—James C. Montgomery, Detroit (Mich.) News, president; Clarence Eyster, Peoria (Ill.) Star, secretary.

**International Labor Press of America**—Matthew Woll, American Federation of Labor Bldg., Washington, D. C., president; R. E. Woodmansee, 223½ South Sixth st., Springfield, Ill., secretary.

**International Trade Composition Association**—Herman L. Lewis, Detroit Typesetting Co., 1959 E. Jefferson, Detroit, Mich., president; John J. Deviny, International Trade Composing Association, Tower Bldg., Washington, D. C., secretary; John T. Fuhrman, Jr., 401 Manufacturers Bldg., Pittsburgh, Pa., treasurer.

**International Typographical Union**—Charles P. Howard, Box 428, Indianapolis, Ind., president; Woodruff Randolph, Box 728, Indianapolis, Ind., secretary-treasurer.

**Interstate Advertising Managers' Association**—David Knipe, North Penn Reporter, Lansdale, Pa., president; John T. Wagner, Pottstown (Pa.) Morning Herald, secretary; C. W. Stone, Bridgeton (N. J.) Evening News, treasurer.

**Interstate Circulation Managers' Association**—E. P. Kavanaugh, Baltimore (Md.) Sun, president; Chas. K. Blasser, York (Pa.) Dispatch, secretary.

**Inter-State Editorial Association**—Robt. O. Shaber, Hudson, S. D., president; H. L. Peck, Randolph, Neb., secretary; Ray Smith, Akron, Iowa, treasurer.

**Iowa Composing Room Executives' Association**—Leo J. Carle, Mason City (Ia.) Globe-Gazette, president; Paul Kamien, Clinton (Ia.) Herald, secretary.

**Iowa Daily Press Association**—R. R. O'Brien, Council Bluffs (Ia.) Nonpareil, president; Dale E. Carrell, Keokuk (Ia.) Gate City, secretary.

**Iowa Press Association**—Vic Lovejoy, Jefferson, Iowa, president; S. E. Tennant, Colfax, Iowa, secretary; G. L. Caswell, 500 Royal Union Bldg., Des Moines, managing director.

**Kansas Press Association**—W. A. Bailey, Kansas City (Kan.) Kansan, president; Ralph T. Baker, 506 National Reserve Bldg., Topeka, Kan., secretary-field manager.

**Kentucky Press Association**—Lawrence W. Hager, Owensboro, Ky., president; J. Curtis Alcock, Danville, Ky., secretary-treasurer.

**LaSalle County Editorial Association**—E. A. Tabor, Earlville (Ill.) Leader, president; Charles Miller, Peru (Ill.) News-Herald, secretary.

**Life Advertisers Association**—Nelson A. White, Provident Mutual Life Insurance Company, Philadelphia, president; Bart Leiper, Pilot Life Insurance Company, Greensboro, N. C., secretary.

**Lithographers National Association, Inc.**—Trowbridge Marston, Kaumagraph Co., 200 Varick st., New York, president; Maurice Saunders, Lithographers National Association, Inc., 104 Fifth av., New York, secretary.

**Louisiana Press Association**—Dolph G. Frantz, Shreveport (La.) Journal, president; Isaac Chapman, Bastrop (La.) Enterprise, secretary-treasurer.

**Loup Valley Press Association**—L. P. Cass, Ravenna (Neb.) News, president; Mrs. Grace F. Rood, North Loup, Neb., secretary.

**Lynn Press Club, Inc.**—James E. Nolan, Lynn (Mass.) Evening Item, president; Humphrey Owen, Lynn (Mass.) Telegram-News, secretary.

**Maine Press Association**—Chandler C. Harvey, Fort Fairfield, president; Nathan H. Small, Belfast, secretary.

**Manufacturers' "Merchandise Advertising" Association, Inc.**—W. L. Sweet, Rumford Chemical Co., Providence, R. I., president; Howard W. Dunk, 105 Hudson st., Jersey City, N. J., secretary.

**Massachusetts Press Association**—Harry B. Albro, Harwich, Mass., president; W. F. Twombly, 183 Main st., Reading, Mass., secretary.

**Massachusetts State House Press Association**—Leverett D. G. Bentley, 303 Tremont st., Newton, Mass., president; Donal F. MacPhee, 69 West Cedar st., Boston, secretary.

**Matrix**—Josephine Bessems, 1452 E. 66th pl., Chicago, president; Pearl Reeder, 1001 N. Dearborn st., Chicago, corresponding secretary.

**Michigan League of Home Dailies**—N. E. Conine, Battle Creek (Mich.) Moon Journal, president; H. Edmund Scheerer, 35 E. Wacker Drive, Chicago, secretary.

**Midwest Newspaper Advertising Managers' Association**—E. J. Hernden, Little Rock (Ark.) Arkansas Democrat, president; J. E. Winslow, Sioux City (Ia.) Tribune, secretary.

**Milwaukee Association of Industrial Advertisers**—L. P. Niessen, Cutler-Hammer, Inc., 12th and St. Paul av., Milwaukee, president; E. E. Lashway, Allis-Chalmers Manufacturing Co., 1126 S. 70th st., Milwaukee, secretary.

**Milwaukee Press Club**—John R. Wolf, 610 E. Mason st., Milwaukee, president; Carl F. Meyer, Meyer News Service Co., Inc., 707 N. Broadway, Milwaukee, secretary; Walter Wyrick, Milwaukee (Wis.) Journal, treasurer.

**Minnesota Editorial Association**—Harold H. Barker, Elbow Lake, Minn., president; Allen E. McGowan, 9 So. Washington av., Minneapolis, secretary; W. F. Duffy, Shakopee, Minn., treasurer.

**Mississippi Coast Press Club**—C. G. Moreau, Bay St. Louis, Miss., president; Mary Lena Fentress, Hotel Markham, Gulfport, Miss., secretary.

**Mississippi Press Association**—Arthur Smith, Pascagoula Chronicle-Star, president; R. L. Brown, Jackson, secretary-treasurer.

**Missouri Press Association, Inc.**—Fred M. Harrison, North Missourian, Gallatin, president; Miss Maude Freeland, Taney County Republican, Forsyth, recording secretary; Wilson Bell, Potosi Independent-Journal, treasurer.

**Missouri State Labor Press Association**—James H. Anderson, Labor News, 202 McMillan Bldg., Kansas City, president; Al Robert, St. Joseph, Mo., Charles W. Fear, Missouri Trades Unionist, Room 212 Central Hotel, Bldg., Jefferson City, Mo., secretary-treasurer.

**Monmouth County Press Association**—J. Eugene Dugan, Freehold (N. J.) Monmouth Democrat, president; Malcolm T. Swann, Asbury Park (N. J.) Press, secretary; Miss J. Mabel Brown, Keyport Weekly, treasurer; Fred S. Hayes, Red Bank (N. J.) Register, vice-president.

**Montana State Press Association**—L. E. Flint, Livingston, Mont., president; Henry O. Woare, Chester, Mont., secretary.

**National Amateur Press Association**—Harold Segal, 6630 N. 18th st., Philadelphia, president; Geo. W. Trainer, Jr., 95 Stuyvesant av., Brooklyn, N. Y., secretary; F. Earl Bonnell, 32 Robinson st., North East, Pa., official editor.

**National Association of Printing Ink Makers**—Howard Flint, Scotten av. and Michigan Central Railroad, Detroit, president; A. Wallace Chauncey, 75 Varick st., New York, treasurer; David H. Sloane, 1440 Broadway, New York, secretary.

**National Association of Teachers of Marketing and Advertising**—Professor E. D. McGarry, University of Buffalo, Buffalo, N. Y., president; Professor Hugh E. Agnew, New York University, 100 Washington Square East, New York City, secretary.

**National Editorial Association**—Walter D. Allen, Brookline, Mass., president; Harry B. Rutledge, Hotel Sherman, Chicago, executive secretary.

**National Negro Press Association**—B. J. Davis, Odd Fellows Bldg., Atlanta, Ga., president; Rev. Henry A. Boyd, 447 Fourth av., N., Nashville, Tenn., secretary.

**National Press Club**, Washington, D. C.—William C. Murphy, Jr., president; Mark Foote, vice-president; Frederick W. Perkins, secretary; Charles A. Hamilton, treasurer; Coleman B. Jones, financial secretary.

**National Publishers Association**—William B. Warner, McCall Company, 230 Park av., New York, president; F. L. Wurzburg, Conde Nast Publications, New York, secretary; Roger W. Allen, Hat Trade Publishing Co., New York, treasurer.

**National Scholastic Press Association**—Fred L. Kildow, director.

**Nebraska Press Association**—L. A. Glassburn, Exeter, Neb., president; Frank O. Edgecombe, Geneva, Neb., treasurer; Parke F. Keays, 328 Stuart Bldg., Lincoln, Neb., secretary and field manager.

**Nevada State Press Association**—Claude H. Smith, Fallon (Nev.) Standard, president; Paul K. Gardner, Lovelock (Nev.) Review-Miner, secretary.

**New England Association of Circulation Managers**—R. H. Beach, Springfield (Mass.) Republican, president; Ed Byron, Augusta (Me.) Kennebec Journal, secretary.

**New England Daily Newpaper Association**—William H. Reed, Taunton (Mass.) Gazette, president; Frank E. Phillips, 16 Norwich st., Worcester, Mass., manager.

**New Hampshire Weekly Publishers' Association**—H. B. Metcalf, Newport, N. H., president; M. Suzanne Loizeaux, Plymouth, N. H., secretary.

**New Jersey Press Association**—Garvin P. Taylor, Montclair (N. J.) Times, president; John W. Clift, Summit (N. J.) Herald, secretary.

**New Mexico Newspaper Association**—Edward L. Manson, Clovis News-Journal, president; Orval Ricketts, Farmington Times-Hustler, secretary.

**Newspaper Association Managers, Inc.**—Grant L. Caswell, 500 Royal Union Bldg., Des Moines, Ia., president; Parke F. Keahs, 328 Stuart Bldg., Lincoln, Neb., secretary-treasurer.

**Newspaper Guild of New York**—Allen Raymond, 55 W. 42d st., New York, president; J. Eddy, 55 W. 42d st., secretary.

**Newspapermen's Club**—Nelson Robins, New York Daily News, New York, president; James Jemall, New York Daily News, New York, treasurer; Leon Levine, 47 W. 44th st., secretary.

**New York Associated Dailies**—E. H. Mills, Gloversville (N. Y.) Leader-Republican, president; F. Everiss Kessinger, Rome (N. Y.) Sentinel, secretary.

**New York Newspapers Promotion & Research Group**—Ivan Veit, New York Times, chairman; Vaughn Weidel, New York World Telegram, vice-chairman; Elsa Lang, New York Herald Tribune, secretary-treasurer.

**New York Press Association**—Leslie C. Sutton, Massena (N. Y.) Observer, president; Jay W. Shaw, Merchants Bank Bldg., Elmira, N. Y., secretary; Fay C. Parsons, Cortland (N. Y.) Democrat, treasurer.

**New York Press Club**, 21 Spruce St., New York City—G. F. Dobson, president; John S. Wagner, treasurer.

**New York State Circulation Managers' Association**—Martin A. Miner, Syracuse (N. Y.) Post-Standard, president; Alfred W. Cockerill, Binghamton (N. Y.) Press, secretary.

**New York State Legislative Correspondents' Association**—James M. Kieran, New York Times, president; George M. Janvrin, Staten Island Advance, secretary-treasurer.

**New York State Society of Newspaper Editors**—Clarence T. Leighton, Oswego (N. Y.) Palladium-Times, president; Douglas N. Callander, Malone (N. Y.) Telegram, secretary.

**New York State Publishers' Association**—J. Noel Macy, Westchester County Publishers, Inc., Yonkers, N. Y., president; E. M. Waterbury, Oswego (N. Y.) Palladium Times, secretary; Karl H. Thiesing, Post Standard Bldg., Syracuse, N. Y., executive secretary.

**North and East Texas Press Association**—Hugh Moyer, Honey Grove, Tex., president; Fred I. Massengill, Terrell, Tex., secretary.

**North Carolina Press Association**—J. Roy Parker, Ahoskie, N. C., president; Beatrice Cobb, Morganton, N. C., secretary.

**North Dakota Press Association**—Reinhart Gilbertsen, Glenburn, N. D., president; M. I. Forkner, Langdon, N. D., secretary; Edward J. Franta, Langdon, N. D., acting secretary.

**North Louisiana Press Association**—Miss Estelle Tannehill, Winnfield, La., president; Isaac Chapman, Bastrop, La., secretary.

**Northumberland County Press Club**—H. H. Haddon, Sunbury, Pa., president; Samuel C. Price, Sunbury, Pa., secretary.

**Northwest Missouri Press Association**—James J. Roark, Richmond, Mo., president; Mrs. Marshall E. Ford, Maryville, Mo., secretary; B. J. Bless, Jr., Weston, Mo., treasurer.

**Northwest Daily Press Association**—H. E. Rasmussen, Austin (Minn.) Daily Herald, president; D. Al McKenzie, Crookston (Minn.) Times, secretary.

**Ohio Circulation Managers' Association**—Bennie J. Hoffman, Columbus (O.) Citizen, president; Lewis F. Mottice, Marietta (O.) Times, secretary.

**Ohio College Newspaper Association**—John McLean, The Green and White, Ohio University, Athens, Ohio, president; Prof. U. S. Vance, University of Akron, Akron, Ohio, executive secretary.

**Ohio Legislative Correspondents Association**—William C. Howells, Cleveland Plain Dealer, Bureau, Huntington Bank Bldg., Columbus, Ohio, president; Karl B. Pauly, Columbus (O.) Ohio State Journal, secretary.

**Ohio Newspaper Association**, 175 South High st., Columbus, Ohio—W. O. Littick, Zanesville (O.) Times-Recorder, president; Russell H. Knight, executive secretary; Chester MacTammany, Columbus (O.) Citizen, treasurer.

**Ohio Newspaper Women's Association**—Miss Jean James, Columbus (O.) Dispatch, president; Esther Smith, Bucyrus (O.) Telegraph-Forum, secretary; Edna Dutton, Marion (O.) Star, treasurer.

**Ohio Select List**—C. A. Rowley, publisher, Ashtabula (O.) Star-Beacon, president; C. H. Spencer, publisher, Newark (O.) Advocate, secretary-treasurer.

**Oklahoma Interscholastic Press Association**—William Krebs, Tulsa (Okla.) High School, president; Grace E. Ray, University of Oklahoma, Norma, Okla., secretary.

**Oklahoma Newspaper Guild of Tulsa**—Joseph Meyer, Jr., Tulsa (Okla.) Tribune, persident; Duncan Wall, farm editor, Tulsa (Okla.) Tribune, secretary-treasurer.

**Oklahoma Press Association**—J. C. Nance, Walters (Okla.) Herald, president; Ray J. Dyer, Norman, Okla., secretary and field manager; Fred E. Tarman, Norman, Okla., treasurer.

**Orange County Weekly Newspaper Association**—A. W. McBride, La Habra, Cal., president; J. B. Phillips, Brea, Cal., secretary.

**Oregon State Editorial Association**—Harris Ellsworth, Roseburg (Ore.) News-Review, president; Arne G. Rae, School of Journalism, Eugene, Ore., secretary and field manager; Ben R. Litfin, The Dalles (Ore.) Chronicle, treasurer.

**Outdoor Advertising Association of America, Inc.**—Geo. W. Kleiser, 1675 Eddy st., San Francisco, Cal., president; Don V. Daigneau, 165 W. Wacker Drive, Chicago, secretary.

**Outdoor Writers' Association of America**—Cal Johnson, Chicago Daily News, president; James W. Stuber, Ohio Conservation Division, Columbus, secretary-treasurer.

**Pacific Advertising Clubs Association**—Walter W. R. May, Portland Chamber of Commerce, 824 S. W. Fifth av., Portland, Ore., president; J. Brown Strang, Crown Mills, Portland, Ore., secretary-treasurer; Don Orput, Portland Advertising Club, Multnomah Hotel, Portland, Ore., executive secretary.

**Pacific Northwest Circulation Managers' Association**—A. G. Hawkins, Victoria (B. C.) Colonist, president; H. H. Cahill, Seattle (Wash.) Times, secretary.

**Pacific Northwest Newspaper Association**—J. F. Young, business manager, Spokane (Wash.) Spokesman-Review, president; E. F. Bitler, Pacific Northwest Newspaper Association, Spokane, Wash., secretary.

**Pennsylvania Newspaper Publishers' Association**—Charles R. Long, Chester (Pa.) Times, president; Howard Reynolds, Quarryville (Pa.) Sun, secretary-treasurer.

**Peoria District Press Association**—Walter Gillan, president; A. R. Johnson, Morton, Ill., secretary-treasurer.

**Philadelphia Sporting Writers' Association**—C. William Duncan, Public Ledger,

(*Continued on page* 184)

**267,619**

was the average net paid daily circulation of The Baltimore Sun (Morning and Evening issues) for the month of

**DECEMBER, 1933**

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of December, 1933, was **184,249.**

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THE SUN

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EAGERNESS and enthusiasm are vital to any publication today.

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# DURING 1933

# New England was on the UP and UP

UP

"Building operations have shown considerable improvement . . . For the first eleven months of this year contracts awarded for the country as a whole were 17% below the same period for 1932, whereas the New England states showed a gain of nearly 6%."

UP

"Cotton mill activity for this year was at the highest level since 1929. Despite the heavy output, the year-end finds the industry in a strong statistical position."

UP

"Shoe production for the past year was the highest on record with the exception of 1929."

UP

"While considerably below the preceding month, employment in New England during November was nearly 21% and payrolls more than 31% over the same period in 1932"—from the New England Letter of The First National Bank of Boston.

**ADVERTISE IN NEW ENGLAND.** There is a back-log of purchasing power in New England right now—money to spend for *your* product. You will find the 52 newspapers listed on this page the key newspapers in this rich market. For profits, concentrate sales effort in the 39 cities they cover.

## SAVE BY SPENDING MORE *in these* NEW ENGLAND NEWSPAPERS

MAINE—POPULATION 797,423

| | | Circulation | Ad Rates 2,500 lines | Ad Rates 10,000 lines |
|---|---|---|---|---|
| †Bangor News | (M) | 24,126 | .075 | .075 |
| **Portland Press-Herald Express, Sunday Telegram | (M&E) | 58,845 | .20 | .16 |
| **NEW HAMPSHIRE—Population 465,293** | | | | |
| †Concord Monitor-Patriot | (E) | 6,821 | .05 | .03 |
| †Keene Sentinel | (E) | 3,998 | .036 | .025 |
| †Manchester Union-Leader | (M&E) | 34,362 | .15 | .12 |
| **VERMONT—Population 359,611** | | | | |
| **Barre Times | (E) | 6,492 | .04 | .03 |
| †Brattleboro Reformer | (E) | 3,370 | .035 | .02 |
| †Burlington Free Press | (M) | 15,785 | .065 | .065 |
| †Rutland Herald | (M) | 12,894 | .06 | .06 |
| **MASSACHUSETTS—Population 4,249,614** | | | | |
| †Attleboro Sun | (E) | 5,729 | .04 | .04 |
| **Boston Eve. American | (E) | 241,979 | .50 | .50 |
| **Boston Sunday Advertiser | (S) | 417,493 | .75 | .75 |
| **Boston Globe | (M&E) | 266,128 | .50 | .50 |
| †Boston Transcript | (E) | 36,768 | .25 | .25 |
| †Boston Post | (M) | 346,363 | .60 | .60 |
| †Boston Post | (S) | 295,953 | .55 | .55 |
| †Brockton Enterprise | (E) | 24,721 | .08 | .08 |
| †Fitchburg Sentinel | (E) | 11,222 | .06 | .045 |
| *Haverhill Gazette | (E) | 15,503 | .07 | .06 |
| †Holyoke Transcript & Telegram | (E) | 16,204 | .08 | .065 |
| **Lawrence Eagle-Tribune | (M&E) | 26,229 | .10 | .09 |
| †Lynn Item | (E) | 16,887 | .065 | .05 |
| †Lowell Courier-Citizen and Eve. Leader | (M&E) | 16,153 | .07 | .07 |
| **The Lowell Sun | (E) | 15,075 | .09 | .07 |
| **New Bedford Standard Times and Mercury | (M&E) | 45,722 | .14 | .14 |
| **New Bedford Sunday Standard Times | (S) | 24,134 | .10 | .10 |
| **North Adams Transcript | (E) | 10,323 | .05 | .04 |
| †Pittsfield Eagle | (E) | 18,495 | .06 | .06 |
| †Salem News | (E) | 20,681 | .09 | .07 |
| †Taunton Gazette | (E) | 8,482 | .05 | .035 |
| †Worcester Telegram and Evening Gazette | (M&E) | 99,204 | .28 | .25 |
| †Worcester Sunday Telegram | (S) | 49,673 | .21 | .18 |
| **RHODE ISLAND—Population 687,497** | | | | |
| **Pawtucket Times | (E) | 28,058 | .09 | .09 |
| **Providence Bulletin | (E) | 88,994 | .20 | .27 (B) |
| **Providence Journal | (M) | 42,256 | .12 | .27 (B) |
| **Providence Journal | (S) | 89,201 | .20 | .20 |
| †Providence News-Tribune | (E) | 29,558 | .10 | .10 |
| †Westerly Sun | (E&S) | 5,098 | .04 | .04 |
| Woonsocket Call | (E) | 15,531 | .06 | .06 |
| **CONNECTICUT—Population 1,606,903** | | | | |
| **Bridgeport Post Telegram | (M&E) | 37,290 | .135 | .135 |
| **Bridgeport Post | (S) | 20,439 | .08 | .08 |
| †Danbury News-Times | (E) | 9,258 | .06 | .05 |
| †Hartford Courant | (M) | 36,307 | .10 | .10 |
| †Hartford Courant | (S) | 56,285 | .15 | .15 |
| †Hartford Times | (E) | 56,591 | .15 | .15 |
| †Middletown Press | (E) | 8,564 | .055 | .035 |
| Naugatuck News | (E) | 5,528 | .035 | .035 |
| †New Britain Herald | (E) | 14,154 | .09 | .08 |
| †New Haven Register | (E&S) | 60,243 | .16 | .15 |
| **New London Day | (E) | 13,786 | .06 | .05 |
| †Norwalk Hour | (E) | 7,169 | .045 | .045 |
| †Norwich Bulletin & Record | (M&E) | 18,658 | .09 | .07 |
| †Stamford Advocate | (E) | 10,851 | .065 | .055 |
| †Waterbury Republican & American | (M&E) | 26,115 | .09 | .09 |
| †Waterbury Republican & American | (E&S) | 31,885 | .09 | .09 |

(B) Combination rate Daily Journal and Evening Bulletin.

†Publishers' Affidavit Oct. 1, 1933.

**A.B.C. Publishers' Statement Oct. 1, 1933.

## ASSOCIATIONS AND CLUBS—U. S. AND CANADA

(*Continued from page 182*)

president; Stan Baumgartner, Inquirer, vice-president; Larry Sommer, 1825 Medary av., secretary; Lou Jaffe, Public Ledger, treasurer.

**Press Club of San Francisco,** 449 Powell st., San Francisco—Chris N. Lykke, San Francisco News, president; Walter G. Swanson, 500 Sansome st., secretary.

**Press Club of Sheboygan, Wis.**—Sid Kaye, Sheboygan Press, president; Harold R. Maier, Sheboygan Press, secretary.

**Press Congress of the World**—Robert Bell, Union Bank of Australia, Pitt st., Sydney, New South Wales, Australia, president; Omar D. Gray, Sturgeon, Mo., secretary.

**Promotion and Research Managers' Association**—Jacob Albert, c/o Detroit (Mich.) News, president; Sid R. Phillips, Columbus (O.) Dispatch, secretary.

**Public Utilities Advertising Association**—E. Frank Gardiner, 627 Marquette Bldg., Chicago, president; Eric W. Swift, 1035 Edison Bldg., Chicago, secretary.

**Quill and Scroll (International Honorary Society for High School Journalists)**—Louise Drage, Marshall High School Minneapolis, Minn., president; Edward Nell, Northwestern University, executive secretary, Chicago.

**Republican Editorial Association of Missouri**—Ed Martindale, Warsaw, Mo., president; Charles W. Fear, Room 212, Central Hotel, Jefferson City, Mo., secretary-treasurer.

**Rhode Island Press Club**—W. Louis Frost, 49 Westminster st., Providence, R. I., president; William W. Lyon, 665 Public st., Providence, R. I., secretary.

**Rotogravure Advertising Association**—Daniel E. Provost, New York Herald Tribune, president; Leland M. Wooter, Des Moines Register, secretary-treasurer.

**San Diego Press Club,** 521 B street, San Diego, Cal.—Vernon Caughell, San Diego Sun, president; Kenwood Bojens, San Diego Tribune, secretary; Forrest Raymond, San Diego Consolidated Gas & Electric Company, treasurer.

**Saskatchewan Press Gallery Association**—B. T. Richardson, Regina (Sask.) Leader-Post, president; H. H. Kritzwiser, Regina (Sask.) Leader-Post, secretary.

**Scribes Club**—Franklin H. Romaine, 115 Stonehouse Road, Bloomfield, N. J., president; Carl L. Kempf, 77 Willard av., Bloomfield, N. J., corresponding secretary.

**Sigma Delta Chi (National Professional Journalistic Fraternity)**—Walter R. Humphrey, Temple (Tex.) Telegram, president; Albert W. Bates, 836 Exchange av., Chicago, executive secretary; H. D. Paulson, editor, Fargo (N. D.) Forum, national secretary.

**Six Point League, New York**—W. D. Ward, 234 W. 31st st., New York, president; Thomas F. Clark, Jr., 205 E. 42d st., New York, secretary.

**Society of the Silurians**—Harold M. Anderson, New York Sun, president; David G. Baillie, 276 State st., Guilford, Conn., secretary; Robert H. Lyman, World Almanac, care World-Telegram, New York, treasurer.

**Society of Typographic Arts,** 2032 Clybourn av., Chicago—J. L. Frazier, Inland Printer, 205 W. Wacker Drive, Chicago, president; R. Hunter Middleton, secretary; Allan D. Parsons, 646 N. Michigan av., Chicago, treasurer.

**South Carolina Press Association**—P. M. Dees, Winnsboro (S. C.) News and Herald, president; Harold C. Booker, Columbia, S. C., secretary; F. C. Withers, Columbia (S. C.) State, treasurer.

**Southeast Missouri Press Association**—Paul Jones, Kennett, Mo., president; Alden Pinney, Benton, Mo., secretary.

**Southern Circulation Managers' Association**—E. D. Hood, Savannah (Ga.) News & Press, president; Horace Powell, Nashville (Tenn.) Banner, secretary.

**Southern Newspaper Publishers' Association**—J. L. Mapes, Beaumont (Tex.) Enterprise and Journal, president; Cranston Williams, Box 468, Chattanooga, Tenn., secretary-manager.

**South Texas Press Association**—H. D. Meister, Yoakum (Tex.) Herald, president; Fred M. Herndon, P. O. Box, 1284, San Antonio, secretary; Sam Fore, Jr., Floresville Chronicle-Journal, treasurer.

**Texas Circulation Managers' Association**—E. C. White, Houston Chronicle, president; H. E. Murphree, Houston Chronicle, secretary.

**Texas Editorial Association**—Frank Cates, Bartlett, Tex., president; Arthur Lefevre, Jr., P. O. Box 2332, Houston, Tex., secretary.

**Texas Newspaper Publishers' Association**—J. L. Greer, Denison (Tex.) Herald, president; A. E. Clarkson, Houston (Tex.) Post, secretary.

**Texas Press Association**—R. F. Higgs, Stephenville, Tex., president; Sam P. Harben, Richardson, secretary; Ben F. Harigel, LaGrange, treasurer.

**Thirty Club**—Fred Jonson, Carlson st., Red Wing, Minn., president; Harold V. Peterson, Red Wing (Minn.) Republican, secretary.

**Topeka Press Club,** Topeka, Kan.—Ed. B. Chapman, Topeka (Kan.) State Journal, president; O. K. Swayze, 623 Kansas ave., Topeka, secretary-treasurer.

**University Press Club of Michigan**—Michael Gorman, Flint (Mich.) Journal, president; John Lewis Brumm, 213 Haven Hall, University of Michigan, Ann Arbor, Mich., secretary-treasurer.

**Utah State Press Association**—Joseph L. Asbury, Richfield, Utah, president; Howard A. Jarvis, Magna, Utah, secretary.

**Virginia Press Association**—Louis Spilman, Waynesboro (Va.) News-Virginian, president; George O. Greene, Clifton Forge (Va.) Review, treasurer; James C. Latimer, Box 705 Bristol, Va., secretary.

**Washington Press Association, Inc.**—Earl Z. Smith, Spokane Valley Herald, Opportunity, Wash., president; Vernon R. Frost, Cheney Free Press, Cheney, Wash., secretary.

**Western Daily Newspapers Advertising Manager's Association**—J. D. Macmillan, advertising manager, Calgary (Alta.) Daily Herald, president.

**Western Newspaper Publishers' Association**—Mrs. Anna G. Putnam, Sodus (N. Y.) Record, president; Avery C. Perkins, Le Roy (N. Y.) Gazette-News, secretary.

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**West Virginia Publishers' Association**—W. Guy Tetrick, Clarksburg Publishing Co., Clarksburg, W. Va., president; James W. Weir, Elkins, W. Va., secretary; J. H. Long, Huntington, W. Va., vice-president and treasurer.

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**Wisconsin Associated Press Publishers and Editors**—Stephen Bolles, Janesville (Wis.) Gazette, president; P. D. Shoemaker, Associated Press, Milwaukee, secretary.

**Wisconsin Daily Newspaper League**—C. F. Coffman, Fond du Lac (Wis.) Commonwealth Reporter, president; H. L. Davis, Appleton (Wis.) Post-Crescent, secretary.

**Wisconsin Press Association**—H. J. Sanderson, Sturgeon Bay (Wis.) Door County Advocate, president; Geo. W. Greene, Waupun (Wis.) Leader-News, secretary-treasurer; Bruce R. McCoy, 14 South Carroll st., Madison, business manager.

**Woman's Press Club of Indiana**—Mrs. Paul Shideler, Indianapolis (Ind.) News, president; Mrs. Florence Herz Stone, 4410 Central ave., Indianapolis, Ind., corresponding secretary.

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## PRINCIPAL OFFICERS OF NEWSPAPER GUILDS

IN the last three months of 1933 editorial workers in various cities throughout the country organized Newspaper Guilds for the general purpose of improving working conditions and obtaining shorter hours and higher wages under the NRA and after its passing. The following list of the national, state and city Guilds gives the names, and the papers with which they are connected, of the presidents and secretaries of these Guilds. The names have been taken from the latest records available, and in some cases they are the names of the chairmen and secretaries of the temporary committees completing the permanent organization of their Guilds. Guilds were also organized, and were being organized, in other cities as the Year Book went to press, but officers' names were not available.

NATIONAL

American Newspaper Guild—Heywood Broun, New York World-Telegram, Pres.; John Eddy, New York Times, Secy.

STATE

New Jersey—Ralph E. Bentley, New York Herald Tribune, Pres.; Whitney G. Ball, Elizabeth Daily Journal, Secy.

Ohio—Elmer O. Fehlhaber, Cleveland News, Pres.

CITY

AKRON, OHIO—Dan Strouse, Times, Pres.; Evan Williams, Jr., Beacon-Journal, Secy.

AUSTIN, TEXAS—Gordon Fulcher, American, Pres.; Ted Read, Disptach, Secy.

BOSTON, MASS.—Mark McIntyre, Record, Pres.; John Barry, Globe, Secy.

BUFFALO, N. Y.—P. D. Fahnestock, Buffalo Times, Acting Pres.; Oviatt McConnell, Times, Acting Secy.

CAMDEN, N. J.—(Organized with Philadelphia.)

CINCINNATI, OHIO—Alfred Segal, Post, Pres.; James G. Golden, Enquirer, Secy.

CLEVELAND, OHIO—Lloyd White, Press, Pres.; John Haas, News, Secy.

COLUMBUS, OHIO—Earl Minderman, Citizen, Pres.; Wm. Marks, Citizen, Secy.

DETROIT, MICH.—James Sweinhart, News, Pres.; Ralph Holmes, Times, Secy.

DULUTH, MINN.—Alton Smalley, News-Tribune, Pres.; Carl Costello, Herald, Secy.

HACKENSACK, N. J.—Herbert G. Holoran, Bergen Record, Pres.; Al Bloom, Bergen Record, Secy.

LANSING, MICH.—Carl R. Pitt, State Journal, Pres.; Hayden R. Palmer, State Journal, Secy.

MINNEAPOLIS and ST. PAUL, MINN.—G. B. Wollen, St. Paul Daily News, Secy.

NEWARK, N. J.—Emmet Crozier, Ledger, Pres.; Nathan L. Goldberg, Star-Eagle, Secy.

NEW YORK CITY—Allan Raymond, New York Herald Tribune, Pres.; Paul Frederickson, New York Times, is the new secretary of the Newspaper Guild of New York.

PHILADELPHIA, and CAMDEN, N. J.—Paul C. French, United Press, Pres.; Mac Parker, Record, Secy.

RICHMOND, VA.—Roy C. Flannigan, News-Leader, Pres.; Robert Curtis Harper, Times-Dispatch, Secy.

ROCHESTER, N. Y.—E. P. Doyle, Democrat and Chronicle, Pres.

SAN ANTONIO, TEX.—William Keyes, Express, Pres.; Cliff Potter, Light, Secy.

TROY, N. Y.—John J. Givney, Times, Pres.; William J. Monohan, Record, Secy.

TULSA, OKLA.—Edward Burke, World, Pres.; Dauncan Wall, Tribune, Secy.

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## PULITZER PRIZES

JOURNALISM'S most coveted award, the Pulitzer $500 gold medal for the "most distinguished and meritorious public service rendered by an American newspaper" in 1932 was awarded in May to the *New York World-Telegram* for its crusades on veterans' relief, real estate bond evil, on "writing in" the name of Joseph McKee in a municipal election, and on fraternity lottery schemes.

Edgar Ansel Mowrer, *Chicago Daily News'* Berlin correspondent, won the $500 prize for the best example of correspondence. A series of articles on Germany was the basis of the award.

The *Kansas City Star* won the $500 prize for "the best editorial article written during the year." The award was based on a series of editorials on national and international subjects.

Francis A. Jamieson, staff correspondent of the Associated Press at Trenton, N. J., was the winner of the $1,000 reportorial prize for his coverage of the Lindbergh baby kidnaping case.

The $500 prize for the best cartoon went to H. M. Talburt, *Washington Daily News*, for the cartoon, "The Light of Asia," published Jan. 27, 1932.

Honorable mentions were made as follows:

PUBLIC SERVICE: *Detroit Free Press*, for its series on "War on Waste"; and *Philadelphia Record* for a crusade against a city tax on wages.

CORRESPONDENCE: Malcolm Bingay, editorial director, *Detroit Free Press*, for his obituary article on Sir Ronald Ross.

REPORTING: Lee McCardell, *Baltimore Evening News;* Edward J. Neil, Associated Press sports writer; Chester G. Hanson, *Los Angeles Times*, Carl Randau, *New York World-Telegram*, and Thomas Henry, *Washington Evening Star*.

The awards in Letters were as follows:

NOVEL—"The Store," by T. S. Stribling (Doubleday, Doran & Co.).

DRAMA—"Both Your Houses," by Maxwell Anderson.

BIOGRAPHY—"Grover Cleveland," by Allan Nevins (Dodd, Mead & Co.).

HISTORY—"The Significance of Sections in American History," by Frederick J. Turner (Henry Holt & Co.).

POETRY—"Conquistador," by Archibald MacLeish (Houghton, Mifflin Company).

TRAVELING SCHOLARSHIP IN MUSIC—Robert Delaney, Carpinteria, Cal.

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# DIRECTORY OF MERCHANDISING PAPERS
## UNITED STATES

### ALABAMA

| City | Paper | Issued By | Editor |
|---|---|---|---|
| Birmingham | Merchandising News (m) | News & Age-Herald | C. B. Hanson, Jr. |

### ARKANSAS

| | | | |
|---|---|---|---|
| Little Rock | Retailer (m) | Arkansas Democrat | W. D. Branham |

### CALIFORNIA

| | | | |
|---|---|---|---|
| Calexico | La Cronica (w) | Chronicle | Jose Gou |
| Chico | Record (w) | Record | V. C. Richards |
| Corona | Shopper's Guide (w) | Independent | Geo. M. Blair |
| Los Angeles | Dealer Herald & Express (n) | Herald & Express | Leta McLaren |
| Los Angeles | Southwestern Merchant (e.o.m.) | Examiner | R. W. Rutherford |
| Los Angeles | Co-operator (m) | Post-Record | H. S. Lester |
| Los Angeles | Times Merchandiser (m) | Times | J. J. McBryde |
| Oakland | Trade Builder (m) | Post-Enquirer | E. C. Kelly |
| San Francisco | Dealer (m) | Call-Bulletin | George S. Thurtle |
| San Francisco | Retailer (m) | Examiner | ..... |
| San Francisco | Co-perator (m) | News | N. S. Hellis |
| San Mateo | Friday Morning Salesman (w) | Times & News Reporter | Don Murphy |
| San Rafael | Shopping Supplement (w) | Independent | C. W. Fessier |
| Stockton | Advertiser (w) | Independent | Arthur E. Storm |
| Taft | Free Press (w) | Midway Driller | E. W. Callander |
| Wilmington | Shopping News (w) | Press | G. W. Cross |

### COLORADO

| | | | |
|---|---|---|---|
| Fort Collins | Food and Drug Calendar (w) | Express-Courier | Kathryn Fuller |
| Pueblo | Co-Advertiser (m) | Chieftain & Star-Journal | Gertrude Roy |

### CONNECTICUT

| | | | |
|---|---|---|---|
| Bridgeport | Retailer (m) | Post-Telegram | ..... |

### FLORIDA

| | | | |
|---|---|---|---|
| Sturat | Stuart Merchants Review (w) | News | Edwin A. Menninger |
| Tampa | Tribune Advertiser (m) | Tribune | P. J. Gordon |

### GEORGIA

| | | | |
|---|---|---|---|
| Atlanta | Retailer (q) | Georgian & American | J. W. Collins, Jr. |

### HAWAII

| | | | |
|---|---|---|---|
| Honolulu | Hawaii Trade Winds (bi-m) | Star-Bulletin | Earl M. Welton |

### ILLINOIS

| | | | |
|---|---|---|---|
| Centralia | Retailer (oce.) | Sentinel | Verne Joy |
| Chicago | Chicago Merchant (m) | News | John A. Moloney |
| Evanston | North Shore Shopper (w) | News-Index | Esther Van Tufty |
| Marion | Post (oce.) | Post | S. K. Casey |
| Murphysboro | Shoppers Bulletin | Independent | James E. Rockwell |
| Peoria | Co-operation (m) | Transcript & Journal | R. A. Pratt |

### INDIANA

| | | | |
|---|---|---|---|
| Connersville | The Magnet (oce.) | News-Examiner | J. L. Foster |
| Fort Wayne | Buyer's Guide (w) | Journal-Gazette | M. M. Ellingham |
| Indianapolis | Trade-Aid (e.o.m.) | News | John Thompson |
| Jeffersonville | Sales Supplement (w) | News | Earl Krear |
| Seymour | Main Street (m) | Tribune (m) | John H. Conner |
| Warsaw | Ad-Route (m) | Times | Ted Williams |

### IOWA

| | | | |
|---|---|---|---|
| Atlantic | Cass County Shoppers' Guide (w) | News-Telegraph | E. P. Chase |
| Mt. Pleasant | News (m) | News | L. M. Truesdell |

### KANSAS

| | | | |
|---|---|---|---|
| Kansas City | The Kansas Retailer (m) | Kansan | J. Felix Morris |
| Liberal | Liberal Trade Builder (bi-m) | News | R. G. Zimmerman |
| Wellington | Sumner County News (w) | News | Harry L. Woods |

### KENTUCKY

| | | | |
|---|---|---|---|
| Lexington | Sell (n) | Leader | ..... |

### MASSACHUSETTS

| | | | |
|---|---|---|---|
| Lawrence | Lawrence Store News (w) | Telegram & Sun | JohnP.S.Mahoney,Jr. |
| Medford | Messenger (w) | Mercury | Samuel Sayward |
| Worcester | Retail Adviser (bi-m) | Telegram-Gazette | ..... |

### MICHIGAN

| | | | |
|---|---|---|---|
| Cadillac | Junior Evening News (irr.) | News | T. O. Huckle |
| Detroit | Booster (m) | News | Jacob Albert |
| Flint | Retailer's Bulletin (q) | Journal | H. M. Utley |
| Grand Rapids | Retailer's Bulletin | Press | D. R. Winkels |
| Jackson | Retailer's Bulletin | Citizen Patriot | ..... |
| Kalamazoo | Retailer's Bulletin (q) | Gazette | A. L. King |

### MINNESOTA

| | | | |
|---|---|---|---|
| Duluth | Ad-Viser (m) | Herald & News-Tribune | John P. Watson |
| Marshall | Bargain Bulletin | Messenger | A. L. Soucy |
| St. Paul | Retailer's Bulletin | Dispatch-Pioneer Press | R. B. Liggett |
| St. Paul | Retailer | News | J. F. Johns |

### MISSOURI

| | | | |
|---|---|---|---|
| Joplin | Trade Review (m) | Globe & News Herald | Volmer Friedheim |

### NEBRASKA

| City | Paper | Issued By | Editor |
|---|---|---|---|
| Lincoln | Merchandiser (m) | Star | G. Callender |

### NEW JERSEY

| | | | |
|---|---|---|---|
| Camden | Advertising News (m) | Courier & Post | Richard Kauffman |

### NEW YORK

| | | | |
|---|---|---|---|
| Mamaroneck | Trade News (m) | Times | Robt. E. Anderson |
| Mount Vernon | Trade News (m) | Argus | Robt. E. Anderson |
| New Rochelle | Trade News (m) | Standard Star | Robt. E. Anderson |
| Ossining | Trade News (m) | Citizen Register | Robt. E. Anderson |
| Peekskill | Trade News (m) | Star | Robt. E. Anderson |
| Port Chester | Trade News (m) | Item | Robt. E. Anderson |
| Rochester | Journal Dealer (bi-m) | Journal & American | E. J. Randall |
| Syracuse | Merchandiser (m) | Journal & American | F. D. Johnner |
| Syracuse | Post-Script (m) | Post-Standard | Wm. Allan Dyer, Jr. |
| Tarrytown | Trade News (m) | News | Robt. E. Anderson |
| Yonkers | Trade News (m) | News | Robt. E. Anderson |

### NORTH DAKOTA

| | | | |
|---|---|---|---|
| Fargo | Retailers Bulletin (m) | Forum | H. R. Hill |

### OHIO

| | | | |
|---|---|---|---|
| Akron | Trade Reporter (m) | Times-Press | Geo. Fishback |

### OKLAHOMA

| | | | |
|---|---|---|---|
| Oklahoma City | Retail Times (m) | Oklahoman & Times | J. I. Meyerson |
| Tulsa | Retailers' Tribune (m) | Tribune | K. D. Swartz |
| Tulsa | Merchant (m) | World | M. T. Hubbard |

### OREGON

| | | | |
|---|---|---|---|
| Astoria | Astorian (w) | Astorian-Budget | M. R. Chessman |
| Corvallis | Buyers' Guide (w) | Gazette-Times | ..... |
| Eugene | Special Advertiser (w) | News | Richard C. Horn |
| Grants Pass | Merchandise News (w) | Courier | ..... |
| Portland | Oregonian Merchandiser (m) | Oregonian | George P. Griffis |
| Portland | Trade News (n) | Oregon-Journal | Will F. Hessian |

### PENNSYLVANIA

| | | | |
|---|---|---|---|
| Easton | Retail Card (m) | Express | A. M. Umholts |
| Greenville | Merchants Guide (m) | Record-Argus | Melvin A. Blair |
| Lancaster | Merchandiser (q) | Intelligencer-Journal & New Era & News | E. H. Levan |

### RHODE ISLAND

| | | | |
|---|---|---|---|
| Providence | Bulletin (m) | Bulletin & Journal | Arthur L. Poorman |
| Providence | Journal Trade-Aid (m) | Journal | ..... |

### TENNESSEE

| | | | |
|---|---|---|---|
| Memphis | Market Master (m) | Press-Scimitar | H. O. Hoehn |
| Memphis | Trade Appeal (m) | Commercial Appeal | W. O. Sturdivant |

### TEXAS

| | | | |
|---|---|---|---|
| Borger | Hutchinson County Herald (w) | Herald | Lloyd McCann |
| Dallas | Retail News & Journal (m) | News | Howard McMahon |
| El Paso | Shoppers' Weekly (w) | World-News | Edwin D. Minteer |
| Hillsboro | Planned Promotions (e.o.m.) | Mirror | J. W. Edwards |
| Paris | Northeast Texas Merchandiser (w) | News | Elizabeth Duval |
| San Antonio | Retailer (m) | Light | ..... |
| San Antonio | Retailer (m) | Express & News | Anna Kinney Jones |

### UTAH

| | | | |
|---|---|---|---|
| Salt Lake City | Tribune & Telegram Service Bulletin (e. o. m.) | Tribune & Telegram | Ralph C. Cooper |

### WISCONSIN

| | | | |
|---|---|---|---|
| Fond du Lac | Advertising Digest (m) | Commonwealth Reporter | A. H. Schroeder |
| Janesville | Trade Bulletins (w) | Gazette | Margaret M. Mooney |
| Milwaukee | Retail Journal (m) | Journal | J. E. Dally |
| Monroe | Trade Journal (w) | Times | Emery A. Odell |
| Sheboygan | Trade Bulletin | Press | ..... |
| Wisconsin Rapids | Merchandising Bulletin (m) | Tribune | George T. Frechette |

### WASHINGTON

| | | | |
|---|---|---|---|
| Centralia | Chronicle Advertisers (w) | Chronicle | R. W. Edinger |
| Seattle | Retail Post-Intelligencer (q) | Post-Intelligencer | ..... |
| Seattle | Co-Operator (m) | Star | L. Cornfield |
| Spokane | Business Building Bulletin (bi-m) | Spokesman - Review & Chronicle | Tom J. Turner |
| Vancouver | Advertiser (w) | Columbian | H. J. Campbell |

## CANADA

### BRITISH COLUMBIA

| | | | |
|---|---|---|---|
| Vancouver | Co-Operator (m) | Sun | A. H. Middleton |

### ONTARIO

| | | | |
|---|---|---|---|
| Hamilton | Week End Buying Guide (w) | Herald | I. H Macdonald |
| Toronto | Retail Merchants Globe (m) | Globe | F. F. Smith |

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## ADVERTISING CLUBS

### California

**Fresno Advertising Club**—Pres., R. C. Martin, Hotel Californian; Sec., Margaret Todd.

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**Advertising Club of Bridgeport**—Pres., Lothar F. Dittmar, D. M. Read Co.; Sec., Francis J. Hill, Chamber of Commerce.

**Hartford Advertising Club**—Pres., Mitchell A. Kapland, 650 Main st.; Sec., Miss Matilda R. Pfund, Finlay Brothers, 377 Trumbull st.

**New Haven Advertising Club**—Pres., Leslie H. Taylor, N. Y., New Haven & Hartford R.R.; Sec., Clarence Lipman, Arthur M. Rosenberg Co., 1014 Chapel st.

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### Georgia

**Atlanta Advertising Club**—Pres., Charlton Keen, Groves-Keen Advertising Agency; Sec.-Treas., Manget Davis, Direct by Mail Company.

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### Illinois

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**Women's Advertising Club of Baltimore**—Pres., Miss Marie O'Dea, Baltimore Butterine Co., 59 S. Catherine st.; Sec., Mrs. Lily E. Davis, D. Stuart Webb Advertising & Letter Service, 306 N. Gay st.

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**Advertising Club of Boston** (Statler Hotel)—Pres., Walter E. Myers, National Broadcasting Co.; Exec. Sec., Miss Jennette Gold, Advertising Club of Boston.

**Old Colony Advertising Club**—Pres., Roland H. Haviland, Stetson Shoe Co., South Weymouth, Mass.; Sec., Wilbur L. Longden, Stone & Longden, 285 N. Main st.

**Advertising Club of Pittsfield**—Pres., Donald B. Miller, Berkshire Evening Eagle; Sec., William T. Barbre, Chamber of Commerce.

**Advertising Club of Springfield**—Pres., Charles E. Freeman, Springfield Fire & Marine Insurance Co., 195 State st.; Sec., Miss Bertha Siegel, Better Letter Service.

**Advertising Club of Worcester**—Pres., Walter G. Irvine, Claflin-Sumner Coal Co., 32 Pleasant st.; Sec., George H. Spaunburgh, Y. M. C. A., 766 Main st.

### Michigan

**Adcraft Club of Detroit** (2237 Book Tower)—Pres., George M. Slocum, Automotive Daily News; Sec.-Mgr., Harold M. Hastings, Adcraft Club of Detroit.

**Women's Advertising Club of Detroit**—Pres., Mrs. May O. Vander Pyl, Advertising Letter Service, 508 Free Press Bldg.; Sec., Miss Gertrude Baily, Fashion Editor, Detroit Free Press.

**Advertising Club of Grand Rapids**—Pres., Frank Steketee, Wolverine Brass Company; Sec.-Treas., A. William Honecker, Franklin Fuel Co.

**Women's Advertising Club of Grand Rapids**—Pres., Mrs. Lucy Powell, John Wierengo and Staff, 610 Building & Loan Bldg.; Corres. Sec., Miss Ruth Allison, Stevens, Palmer & Stevens Advertising Co., 803 Assn. of Commerce Bldg.

**Advertising Club of Kalamazoo**—Pres., E. C. Bussey, J. R. Jones' Sons & Co.; Sec., Mrs. Emilia Kennedy, Parsons Business School, 135 N. Westnedge av.

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**Duluth Advertising Club**—Pres., Don Bellows, General Outdoor Advertising; Sec., S. M. Duff, Duluth Chamber of Commerce.

**Hibbing Advertising Club**—Pres., Hyman Bloom, Boston Department Store; Sec.-Treas., Charles Milkes, Milkes Apparel Shop.

**Advertising Club of Minneapolis**—Pres., Walter S. Norton, Norton & Peel, 1004 Marquette ave.; Sec.-Treas., Donald J. Kelly, Wilcox-Mosher-Leffholm Co., 251 Sixth av., S.

**Town Criers Club**—Pres., L. L. Perrin, Northern Pacific Railway Co.; Sec., Harold E Blodgett, Brown Blodgett Co., 1745 University st.

### Missouri

**Advertising Club of Kansas City** (128 Hotel Baltimore)—Pres., Karl R. Koerper, Griener-Fifield Litho. Company, 2609 Walnut st.; Exec. Sec., H. P. Comstock.

**Advertising Club of St. Louis** (Missouri Hotel)—Pres., E. H. McReynolds, Missouri Pacific Lines; Office Mgr., Miss B. J. Price.

**Women's Advertising Club of St. Louis**—Pres., Miss Josephine Durham, Stix Baer & Fuller Dry Goods Co., Sixth and Washington av.; Sec., Mrs. Daisy Worthen, Rex Letter Service, 325 Boatmen's Bank Bldg.

### New Jersey

**Advertising Club of Newark**—Pres., Eugene W. Farrell, Newark Evening News; Sec., J .Douglas Gessford, Newark Suburban Newspapers, 40 Park pl., Suite 12.

### Nebraska

**Lincoln Advertis'ng Club**—Pres., C. C Meyer, University Publishing Co., 1126 Q st.; Sec.-Treas., Emerson Smith, Jr., Nebraska Farmer, 14th and P sts.

**Omaha Advertising Club, Inc.**—Pres., Sigurd U. Borgh, Northwestern Bell Telephone Company; Sec.-Treas., William Kearns, Buchanan-Thomas Advertising Co.

### New York

**Advertising Club of Albany**—Pres., Bertrand T. Fay, United Traction Company; Sec., Bruce Hutchison, Argus Company, 24 Sheridan av.

**Greater Buffalo Advertising Club**—Pres., W. Arthur Lansill, 1063 William st.; Exec. Sec., Charles J. Thomas, 131 Hotel Lafayette.

**The Buffalo League of Advertising Women**—Pres., Miss Irene L. Hummell, 600 Electric Building; Sec., Mrs. Gladys Bogue, 66 Argonne drive, Kenmore, N. Y.

**Advertising Club of New York** (23 Park av.)—Pres., Grover A. Whalen, Schenley Distillers Corp., 20 W. 40th st.; Sec. Mgr., E. B. Gibbs, Advertising Club of New York, 23 Park av.

**Advertising Women of New York, Inc.**—Pres., Miss Mae Shortle, 117 W. 13th st.; Corres. Sec., Miss Cara Haskell Vorce, 20 Norman rd., Upper Montclair, N. J.

**Association of Advertising Men** (the younger men in advertising)—Pres., Wesley DeBerger, La Pidus Printing & Litho. Co., 200 Varick st.; Sec., Louis Gingold, Gilman Nichol & Ruthman, 19 W. 44th st.

**Advertising Club of Schenectady**—Contacts: A. P. Bantham, Schenectady Chamber of Commerce, Thomas H. Leary, Leary Printing Company, 414 Smith st.

**Advertising Club of Syracuse**—Pres., Clarence Keller, Hotel Syracuse; Sec., H. W. Osborn, Syracuse Letter Company, 234 W. Onondaga st.

### Ohio

**Advertisers' Club of Cincinnati**—Pres., A. S. Holtman, Adv., Mgr., Fechheimer Brothers, 422 Pike st.; Sec., A. H. Apking, The E. & J. Swigart Company, 28-34 W. Sixth st.

**Advertising Club of Cleveland**—Pres., Charles H. Kellstadt, Sears Roebuck & Company; Sec.-Treas., Horace G. Treharne, Statler Hotel.

**Women's Advertising Club of Cleveland**—Pres., Miss Esther Riley, 2644 Shaker rd., Cleveland Heights, Ohio; Sec., Miss Dody McElroy, 1326 W. 102nd st.

**Advertising Club of the Columbus Chamber of Commerce**—Pres., Gansey R. Johnston, Jr., Columbus Coated Fabrics Corp., 1280 N. Grant av.; Sec., Delmar G. Starkey, Columbus Chamber of Commerce, 30 E. Broad st.

**Advertising Club of Dayton**—Pres., R. R. Hollister, Hollister-Electric, Inc., 49 E. Second st.; Sec., L. A. Wilson, Wilson Schools, 15 Arnold pl.

**Rochester Ad. Club, Inc.**—Pres., C. R. Wright, Mann, Strang, Bodine & Wright, 908 Union Trust Building; Exec. Sec., Glenn C. Morrow, 217 The Sagamore.

**Sales and Advertising Club of Toledo** (824 Security Bank Building)—Pres., Maurice Marenberg,Rad-Mar Press, Inc., 334 Eighteenth st.; Sec.-Treas., Charles Gernheuser, Sales and Advertising Club of Toledo, 824 Security Bank Building.

**Women's Advertising Club of Toledo**—Pres., Mrs. Betty Baxter Hadden, Advertising Department, Lassalle & Koch Company; Sec., Miss Edith Wells, Advertising Department, The Lion Store.

### Oregon

**Advertising Club of Portland** (Multnomah Hotel)—Pres., Charles L. Stidd, Benefit Savings & Loan Assn., 109 Broadway; Manager, Don Orput, Advertising Club of Portland, Multnomah Hotel.

**Women's Advertising Club of Portland**—Pres., Mrs. Laura T. Otis; Sec., Miss Carol Summerfield.

### Oklahoma

**Oklahoma City Advertising Club**—Pres., H. Paul Hoheisel, Oklahoma Gas and Electric Co.; Sec.-Treas., E. H. Alexander, Smythe & Smythe, Inc., 22 W. 5th st.

### Pennsylvania

**Greensburg Advertising Club**—Pres., J. C. Rusherford, Pennsylvania Rubber Co.; Sec., R. E. Zimmerman, Shoemaker Bldg.

**Advertising Club of Johnstown**—Pres., Robert J. Glock, Swank Hardware Company; Sec., Victor H. Raab, William H. Raab & Son, Inc., Franklin and Lincoln sts.

**Erie Advertising Club**—Pres., Frank J. Graf, 234 W. 6th st.; Sec., Earl B. Brown, The First National Bank of Erie, 717 State st.

**Poor Richard Club of Philadelphia** (1319 Locust st.)—Pres., H. H. Kynett, Aitkin-Knett Company; Sec., Clarence W. Cranmer, Poor Richard Club, 1319 Locust st.

**Philadelphia Club of Advertising Women**—Pres., Miss Nan M. Collins, Roland G. E. Ullman Agency, 1520 Locust st.; Sec., Miss Ethel M. Jefferson, Birnbaum-Jackson Co., 821 Cherry st.

**Pittsburgh Advertising Club**—Pres., H. S. Metcalfe, West Penn Power Company, 14 Wood st.; Sec., J. A. Cullison, National Fireproofing Corp., Fulton Building.

**Women's Advertising Club of Pittsburgh**—Pres., Miss Dorothy Sterling, Publ. Dir., McCreery's ;Sec., Mrs. Billie Canarlis, Rieger's Letter Shop, 510 Commonwealth Annex.

**Scranton Advertising Club**—Pres., J. G. Rees, Box 147, Washington and Ash st.; Sec., George G. Marr, 442 Y. M. C. A. Building.

### Rhode Island

**Providence Town Criers of Rhode Island** (P. O. Box 947)—Chief Crier, Charles E. Denilon, Callender, McAuslan & Troup Co.; Scrivener, Ernest J. Meyer, William F. Baker Company, 75 Westminster st.

**Women's Advertising Club of Providence**—Pres., Miss Lurena G. Adams, Manager, Providence Paper Company; Sec., Miss Maybelle E. Tolman, 917 New Industrial Trust Building.

### Tennessee

**Morristown Advertising Club**—Pres., J. W. Arnold, J. W. Arnold & Company; Sec., R. H. Inman, P. O. Box 343.

**Advertising Club of Nashville**—Maxwell Benson, Tennessee Electric Power Co.; Sec., Avent Murfee, Roger Caldwell Company.

### Texas

**Austin Advertising Club**—Pres., John H. Keen, Austin American-Statesman; Sec., Ralph S. Dorsett, Austin Daily Dispatch.

**Advertising Club of Beaumont**—Pres., J. C. Hooper, Hooper Engraving Company; Sec., R. L. Casey, Casey Advertising Agency.

**Dallas Advertising League**—Pres., Will S. Henson, Colville & Son, Printers, 1725 N. St. Paul; Sec., Pierre A. Fontaine, Janelli Advertising Service, 1604 Young st.

**Dallas Club of Advertising Women**—Pres., Miss Margaret Marable, Advertising Department, Lone Star Gas Company; Sec., Miss Bennette Wallin, National Cotton Seed Products Assn.

**El Paso Advertising Club, Inc.**—Pres., Karl O. Wyler, Radio Station KTSM, First National Bank Building, Sec., W. T. Mithoff, W. T. Mithoff Company, Chamber of Commerce Building.

**Advertising Club of Fort Worth**—Pres., Paul J. Harmon, Advertising Manager, Texas Electric Service Co.; Exec. Sec., Miss Carroll Vaughan, Texas Electric Service Co.

**Advertising Association of Houston**—Pres., Malory McDonald, Missouri Pacific Lines; Sec.-Treas., Fred L. Wadley, 430 M. & M. Building.

**San Antonio Advertising Club**—Pres., C. W. Bryant, Manager, Sears, Roebuck & Company; Sec.-Treas., Miss Sally Arenson, Advertising Manager, Sears, Roebuck & Company, Smith-Young Tower.

**Advertising Club of Waco**—Pres., C. B. Harman, Harman Multigraphing Company, Chamber of Commerce Building; Sec., A. A. Oxford, Classified Manager, News Tribune-Times-Herald.

**Advertising Club of Wichita Falls**—Pres., T. A. Bradley, Perkins Timberlake Company; Sec., W. B. Abbott, City National Bank.

### Utah

**Salt Lake Advertising Club**—Pres.,David F. Coursey, Billings Letter Service, 500 McCornick Building; Sec., Mrs. Leona B. Coursey, Billings Letter Service, 500 McCornick Building.

### Washington

**Advertising Club of Seattle** (1014 Lloyd Building)—Pres., Chester F. Wonier, Pacific Tel. & Tel. Co.; Exec. Sec., F. O. G. Schindler, 717 Lloyd Building.

**Advertising Club of Spokane, Inc.** (725 First av.)—Pres., J. I. Kinman, Kinman Business University, S. 110 Howard st.; Manager, F. J. Zeorlin, The Advertising Club of Spokane, Inc., 725 First av.

**Tacoma Advertising Club** (303 Bernice Building)—Pres., Ensley M. Llewellyn, Advertising Manager, John Dower Lumber Company; Sec.-Treas., George L. Foster, Standard Oil Company of Cal.

**Walla Walla Advertising Club**—Pres., R. W. Burgess, Puritan Creamery; Sec.-Treas., L. F. Clarke, Washington Ave. & Mailing Co., 209 Union Bank Building.

### West Virginia

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### Wisconsin

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**Milwaukee Advertising Club**—Pres., Fred E. Eriksen, Advertising Manager, The Milwaukee Electric Railway & Light Company; Sec., A. G. Heinmiller, Advertising Manager, S. J. Brower Shoe Company.

**Women's Advertising Club of Milwaukee**—Pres., Miss Helen Weinmann, Carmi-Lustro, 407 E. Michigan st.; Corres. Sec., Miss Irma Mueller, Klan-Van Pietersom-Dunlap Asso., 744 N. Fourth st.

### Canada

**Advertising Women's Club of Toronto**—Pres., Miss Margaret Pennell, Advertising Counsel, 616 Harbour Commission Building; Sec., Miss Margaret Brown, Marketing Publishers, Ltd., 119 York st.

**Advertising & Sales Bureau of Vancouver** (805 Marine Building)—Pres., David Hall, David Hall Sign Company, 845 Beach av.; Sec., Harry N. Fynn, Bureau Sec., Board of Trade, 805 Marine Building.

**Advertising Club of Montreal** (Headquarters, Mount Royal Hotel)—Pres., W. J. C. Sutton; Sec.-Treas., William H. Barker.

**Toronto Advertising & Sales Club**—Pres., P. K. Heywood; Sec., Evangeline Sheps.

# *This* PENNSYLVANIA *"Group Market" a Major Automotive Sales Field for 1934*

Latest figures and estimates obtainable regarding the 12 trading areas forming the great "group market" presented here, show this busy sales field covering a large part of Pennsylvania—as one of the truly major automotive sales territories for 1934.

This combined trade area for motor cars and accessories, according to estimates largely based on exhaustive retail statistics published in 1934 Editor & Publisher Market Guide—supports approximately 450,000 motor vehicles of all classes.

The constantly increasing sales of cars, parts and accessories as speeded up under NRA—is continuing at a rapid rate in '34 through approximately 1050 sales outlets in this group market, to supply the needs of a population of 2,886,241 people. (Jan. 1st, 1934 estimate.)

The more than a thousand dealers in motor and commercial cars, used cars, accessories and tires—make a large part of their annual sales through localized national advertising linage published in the 13 papers here listed —*because*—

National Automotive Advertisers long ago standardized coverage and linage results in this group market. Each of the papers selected here, is a "logical choice" for its locality. Write NOW—for general trade conditions and forecast for 1934.

| | | Circulation | 2,500 lines | 10,000 lines |
|---|---|---|---|---|
| *Beaver Falls News Tribune | (E) | 8,230 | .04 | .04 |
| *Chester Times | (E) | 19,855 | .09 | .08 |
| **Connellsville Courier | (E) | 5,850 | .05 | .05 |
| *Erie Dispatch-Herald | (E) | 31,107 | .07 | .07 |
| †Greensburg Review-Tribune | (EM) | 11,119 | .06 | .06 |
| †Hazleton Plain Speaker / †Hazleton Standard-Sentinel | (E) | 21,795 | .08 | .07 |
| †Lebanon News-Times | (E) | 10,827 | .05 | .05 |
| †Scranton Times | (E) | 49,535 | .15 | .14 |
| **Sharon Herald | (E) | 6,364 | .04 | .04 |
| †Washington Observer and Reporter | (ME) | 14,938 | .06 | .06 |
| **Westchester Local News | (E) | 10,207 | .05 | .05 |
| †Wilkes-Barre Times Leader | (E) | 24,656 | .07 | .07 |
| ††York Dispatch | (E) | 20,294 | .07 | .07 |

*A.B.C. Publishers' Statement, Oct. 1, 1933.
†Publishers' Affidavit, Oct. 1, 1933.
**A.B.C. Publishers' Statement, Apr. 1, 1933.
††Publishers' Affidavit, Apr. 1, 1933.

# PRINCIPAL DEPARTMENT EDITORS OF U. S. AND CANADIAN DAILIES

## CHIEF AND OTHER EDITORIAL WRITERS

### ALABAMA

Dothan Eagle—Julian Hall.
Huntsville Register—J. E. Pierce, Wm. H. Pierce.
Mobile Press Register—Herbert Lyons, Jr., J. B. Myrick.
Montgomery Advertiser—Grover C. Hall, F. P. Glass.

### ARIZONA

Douglas Dispatch—John A. Curry.
Phoenix Republic & Gazette—J. W. Spear, C. G. Nuckolls, Ed. Webster.
Yuma Arizona Sentinel—T. J. Worthington.

### ARKANSAS

El Dorado News Times Pub. Co.—C. E. Palmer.
Fayetteville Democrat—L. S. Read.
Little Rock Gazette—J. N. Heiskell, C. T. Davis, R. L. Thomas.
Russellville Courier Democrat—J. A. Livingston.
Siloam Springs Herald & Democrat—A. W. Perrine.

### CALIFORNIA

Anaheim Bulletin—Floyd McCracken.
Berkeley Gazette—James E. Wales.
Colton Courier—Verna Gates Hosfelt.
Corning Observer—Buena M. Harper.
Corona Independent—Michael Straszer.
Culver City Star News—Henry James, Rembert James.
Dinuba Sentinel—J. R. Locke.
Eureka Humboldt Standard—Frank F. Flaherty.
Hollister Free Lance—Willard F. Hoyle, Thos. K. Evans, Frank Hewlitt.
Hollywood Citizen News—Harlan G. Palmer.
Huntington Park Signal — Stephen F. O'Donnell.
Lodi News—J. R. Thompson.
Long Beach Press Telegram—Frank M. Selover, Harold Williams.
Los Angeles Herald & Express—E. O. Hollingsworth.
Los Angeles Illustrated News—R. R. Kilroy, Manchester Boddy, Duncan Aikman.
Los Angeles Times—Edward Krauss, Harry Bowling, Bailey Millard.
Madera Tribune—H. A. Clark.
Martinez Contra Costa Gazette—Cyril L. Cairns.
Marysville Appeal-Democrat — Earl C. Brownlee, L. A. P. Eichler.
Oakland Post Enquirer—Bob Shaw.
Oakland Tribune—A. B. Schuster.
Palo Alto Times—Dallas E. Wood.
Pasadena Star News & Post—Charles H. Prisk, F. G. Martin.
Petaluma Argus Courier—J. Emmett Olmsted.
Redlands Facts—Paul W. Moore.
Redwood City Tribune Standard—William Vielhaver.
Sacramento Bee—Roy V. Bailey & Arthur B. Vaugh.
Sacramento Union—I. H. Sefton.
Salinas Post—Paul Parker.
San Bernardino Sun & Telegram—R. C. Harbison, A. J. Brown.
San Diego Sun—Alan C. Bartlett, L. E. Claypool.
San Diego Union & Tribune—Eddy Orcutt, L. M. Mintzer.
San Francisco Call Bulletin—Marshall Maslin.
San Francisco Chronicle—Ben Macomber, Stanley Mitchell.
San Francisco News—Geo. West.
San Mateo Times & News Leader—J. P. McSorley.
Santa Cruz News—E. J. Devlin.
Santa Cruz Sentinel—William E. Gould.
Santa Monica Outlook—Samuel G. McClure, C. S. Warren.
Stockton Record—Sheldon Davis.
Stockton Independent—Henry C. MacArthur.
Taft Midway Driller—Arthur M. Keene.
Woodland Democrat—Paul R. Leake.

### COLORADO

Canon City Record—Guy V. Hardy.
Colorado Springs Telegraph & Gazette—F. R. Wadell.
Durango Herald Democrat—J. H. McDevitt.
Grand Junction Sentinel—Walter Walker & Estelle Walker Reese.
La Junta Democrat—James B. Pearce.
Lamar Sparks—Charles Maxwell, Louis A. Morgan.
Lamar News—Fred M. Betz.
Trinidad Chronicle News—F. E. Winsor.

### CONNECTICUT

Bridgeport Herald—A. W. Granger, Leo Miller.
Bridgeport Times Star—James Lawrence McGovern.
Bristol Press—Arthur S. Barnes, W. H. Miller.
Hartford Courant—Maurice S. Sherman.
Hartford Times—Frederick P. Latimer, John Ramoker.
Manchester Herald—Malcolm Mollan.
Meriden Record—Julia Lansing Hull.
Middletown Press—Sidney W. Challenger.
Naugatuck News—Charles J. Baxter.
New Haven Register—M. B. Mohannah.
So. Norwalk Sentinel—LeRoy Downs.
Torrington Register—George W. Paterson, John H. Thompson.
Waterbury Republican & American—Walter Wood.

### DELAWARE

Wilmington Delmarva Star—Jos. H. Martin, E. R. Keim.
Wilmington Journal—George Carter.
Wilmington News—Albert W. Cummins.

### DISTRICT OF COLUMBIA

Washington News—Ludwell Denny.
Washington Post—Felix Morley, Miss A. P. Youngman, Mark F. Ethridge.
Washington Star—T. W. Noyes, G. A. Lyon.

### FLORIDA

Fort Myers News-Press—Carl Hanton.
Jacksonville Journal—Gold V. Sanders.
Key West Citizen—Sam E. Harris.
Lakeland Ledger & Star Telegram—S. H. Farabee.
Miami Herald—Frank B. Stoneman, H. Bond Bilss, Dr. J. Delman Kuykendall.
Miami News—Walter Loch.
St. Augustine Record—Herbert Felkel, Nina S. Hawkins.
St. Petersburg Independent—Lew B. Brown, Harry C. Slichter.
Tampa Times—David E. Smiley.
Tampa Tribune—E. D. Lambright.
West Palm Beach Times—V. L. Smith.
Winter Haven Chief—M. M. Lee.

### GEORGIA

Albany Herald—H. T. McIntosh.
Americus Times Recorder—James R. Blair.
Atlanta Georgian—Dudley Glass.
Atlanta Journal—William Cole Jones.
Columbus Ledger Enquirer—Nelson Shipp.
Griffin News—Dr. W. P. Melton.
Macon News—Charles J. Bayne.
Macon Telegraph—W. T. Anderson.
Moultrie Observer—C. B. Allen.
Savannah News—E. C. Compton.
Savannah Press—W. G. Sutlive.
Tifton Gazette—Jno. G. Herring.

### HAWAII

Honolulu Nippu Jiji—Y. Soga.
Honolulu Star Bulletin—Riley H. Allen, Vern Hinkley, Dr. A. W. Slaten.

### IDAHO

Boise Capital News—R. L. Brink.
Lewiston Tribune—A. L. Alford.
Pocatello Tribune—G. Nicholas Ifft.
Twin Falls Times—Juneau H. Shinn.

### ILLINOIS

Belleville News-Democrat—Robert L. Kern, Frank Farringtgon, Dr. G. G. Bock, Wm. R. Merker.
Belvidere Republican—F. T. Moran.
Bloomington Pantagraph—J. L. Hasbrouck.
Centralia Sentinel—Verne Jon.
Champaign News Gazette—W. M. Hout.
Chicago American—Raymond Knotts.
Chicago Herald & Examiner—Robt. H. Willson.
Chicago Tribune—Tiffany Blake, Clifford Raymond.
Du Quoin Call—A. W. Essick.
Evanston News Index—George W. Barrette.
Freeport Journal Standard—Donald L. Breed.
Galesburg Register Mail—Fred R. Jelliff.
Jacksonville Journal & Courier—W. A. Fay, E. C. Rutherford, B. B. Ridgway.
LaSalle Post Tribune—Curtis H. Clay, P. F. Grandon.
Lincoln Courier—Brainerd C. Snider.
Macomb Journal—A. L. Hainline.
Marion Republican—W. O. Paisley.
Moline Dispatch—M. W. Campbell, L. R. Blackman.
Murphysboro Independent—James E. Rockwell.
Ottawa Republican Times—L. M. Davis.
Peoria Journal Transcript—Frederick A. Stove, James Tripp.
Peoria Star—Howard M. Fuller.
Quincy Herald Whig—C. F. Eichenauer, R. M. Switzer.
Robinson News—K. V. Lewis.
Rockford Journal—George T. Liddell, Henry S. Ehle, Richard R. Gladish.
Springfield Illinois State Journal—John Vaughn.
Springfield Illinois State Register—V. Y. Dallman.
West Frankford American—W. A. Kelly.

### INDIANA

Brazil Times & News—Geo. H. James.
Columbia City Commercial-Mail—Foster W. Riddick.
Columbia City Post—James D. Adams.
Connersville News Examiner—A. E. Neal.
Elkhart Truth—Lester Winter.
Fort Wayne Journal Gazette—Frank Roberts.
Fort Wayne News Sentinel—Wm. J. Gross.
Gary Post Tribune—H. B. Snyder.
Huntington Herald Press—Yandell C. Cline.
Indianapolis News—Stephen C. Noland, T. S. Elrod.
Indianapolis Star—J. N. Edmiston, F. E. Raschig.
Jeffersonville Post—H. A. Wenige.
Kokomo Tribune—E. M. Souder.
Lafayette Journal & Courier—Geo. W. Stout.
La Porte Herald Argus—Forbes Julian.
Lebanon Reporter—E. C. Pulliam.
Rochester News Sentinel—Hugh A. Bamhart.
Rushville Republican Telegram—Louis C. Hiner.
Seymour Tribune—John H. Conner.
South Bend News Times—J. M. Stephenson.
Valparaiso Vidette Messenger—Lynn M. Whipple.
Vincennes Sun Commercial—W. D. Murray.
Warsaw Times—Reuben Williams.

### IOWA

Atlantic News Telegraph—E. P. Chase.
Cedar Falls Record—S. T. Coddington.
Cedar Rapids Gazette—Harry Boyd
Clinton Herald—W. C. Eastland.
Creston News Advertiser—F. C. Travers.
Davenport Times—R. J. Leysen.
Des Moines Register & Tribune—W. W. Waymack, F. W. Seymour, Roscoe Macy, Reece Stuart, Jr.
Dubuque Catholic Tribune—Charles N. Nennig.
Dubuque Telegraph Herald & Times Journal—S. A. Mahuran.
Keokuk Gate City—Walter R. Burton.
Newton News—James R. Rhodes, E. J. Van Ostrand.
Ottumwa Courier—C. S. Johnston.
Shenandoah Sentinel—C. N. Marvin.
Sioux City Tribune—O. L. Brownlee, Roy Larsen.

### KANSAS

Arkansas City Traveler—Arch W. Jarrell.
Chanute Tribune—Ernest W. Johnson.
El Dorado Times—R. A. Clymer.
Emporia Gazette—W. A. White & W. L. White.
Garden City Telegram—Rollt B. Reed.
Goodland News—Charles L. Bigler.
Great Bend Tribune—C. R. Townsley, Will Townsley.
Independence Reporter—Charles Spencer, Frank Sands.
Kansas City Kansan—W. A. Bailey, William Daugherty.
Lawrence Journal-World—J. W. Murray.
Manhattan Chronicle & Mercury—Fay N. Seaton, Dwight King, Owen Welch.
Ottawa Herald—W. E. Gilliland.
Topeka State Journal—E. B. Chapman.
Wichita Beacon—R. E. Wilson.
Winfield Courier—W. G. Anderson, Mrs. Anderson.

### KENTUCKY

Ashland Independent—B. F. Forgey, J. T. Norris.
Bowling Green Times Journal—J. G. Denhardt.
Danville Kentucky Advocate—W. Vernon Richardson.
Lexington Herald—Deaha Breckinridge & Thomas R. Underwood.
Lexington Leader—John G. Stoll, Fred B. Wachs.
Madisonville Messenger—Woodson Browning.
Paducah Sun Democrat—E. J. Paxton, Jr., John T. Ross.

### LOUISIANA

Alexandria Town Talk—R. C. Jarreau, H. H. Mobley.
New Orleans Item Tribune—Marshall Ballard.

### MAINE

Bangor News—L. T. Smyth.
Biddeford Journal—R. F. Wormwood.
Waterville Sentinel—F. W. Manson.

### MARYLAND

Baltimore Post—Louis Azrael.
Cumberland News—H. S. Hayward.

### MASSACHUSETTS

Arlington News—A. J. Mansfield.
Beverly Times—L. R. Hovey.
Boston American & Advertiser—John T. Lambert.
Boston Post—Wilder D. Quint
Boston Transcript—Henry T. Claus, James Ernest King, Wm. E. Bringham, Frederick G. Fassett, W. E. Keyes.
Everett News—John J. Purcell.
Fall River Herald News—E. D. Toohill, C. E. Bury.
Gardner News—Walter E. Hubbard.
Greenfield Recorder-Gazette—Paul S. Walcott.
Holyoke Transcript Telegram—Mrs. Minnie R. Dight & Arthur Ryan.
Holyoke Courier Citizen & Leader—Philip S. Marden, Robert F. Marden.
Lowell Sun—Edw. J. Gallagher, T. F. McSorley, Jr.
Medford Mercury—Samuel Sayward.
Salem Tribune—Stanley P. Newhall, James T. Sullivan.
Worcester Post—George T. Richardson.

### MICHIGAN

Adrian Telegram—S. H. Perry, Wallace R. Katz.
Albion Recorder—W. S. Hennedy.
Battle Creek Enquirer News—Thomas Yutsy.
Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium—S. R. Banyon.
Cheboygan Tribune—Myrton M. Riggs, Charles Smythe, Gordon Turner.
Detroit Free Press—Carlton S. Shier, James Haswell.
Flint Journal—W. W. Thorn.
Grand Rapids Herald—Frank M. Sparks, Carl M. Saunders.
Grand Rapids Press—Wm. Brown.
Hancock Copper Journal—George Bousu.
Iron Mountain News—Frank J. Russell.
Lansing State Journal—G. K. Stimson.
Muskegon Chronicle—A. E. McCrea.
Niles Star—Art Susott.
Port Huron Times Herald—W. H. Davis.

### MINNESOTA

Albert Lea Tribune—Burt May.
Fairmont Sentinel—Arthur M. Nelson.
Minneapolis Tribune—Bradley Mouson.
Owatonna People's Press—Geo. F. Darby.
St. Cloud Times Journal—Alvah Eastman, & Harold Schoelkopf.
So. St. Paul Reporter—Wilbur M. Fisk.
Willmar Tribune—V. E. Lawson.

### MISSISSIPPI

Clarksdale News—Henry C. Page.
Greenwood Commonwealth—Littleton Upshur.
Laurel Leader Call—Mr. & Mrs. Thos. M. Gibbons.
Meridian Star—Jas. H. Skewes.
Tupelo News—J. Fred Price.

### MISSOURI

Boonville News—E. W. Sowers.
Boonville Republican-Sun—E. J. Melton, H. D. Quigg.
Carthage Press—W. J. Sewall, W. L. Schrantz.
Chillicothe Constitution Tribune—H. S. Beardsley.
Independence Examiner—Wm. Southern, Jr.
Joplin Globe & News Herald—Philip Goldren.
Kansas City Journal-Post—Geo. K. Phillips, E. R. Schuffler.
Kansas City Star—H. J. Haskell, D. A. Latchaw, C. V. Stancell, H. C. Haskell, C. H. Thompson.
Mexico Intelligencer—Mildred R. Glandon.
Moberly Index—James Todd & W. T. Van Cleve.
Monett Times—Pearl Peters, Jay B. Iden.
Popular Bluff American Republic—J. H. Wolpers.
St. Joseph News-Press & Gazette—C. L. Rutt, Frank Wickizer, Dean Wilde, Floyd Evans.
St. Louis Globe-Democrat—Casper S. Yost.
St. Louis Star Times—Irving Brant, Leon E. Reed.
Springfield News & Leader & Press—Robert Kennedy.
Warrensburg Star Journal—Wallace Crossley.

### MONTANA

Billings Gazette—Eugene MacKinnon.
Livingston Enterprise—L. E. Flint.

### NEBRASKA

Beatrice Sun—E. M. Marvin & George Edson.
Columbus Telegram—Edgar Howard.
Falls City Journal—Virgil Falloon.
Hastings Tribune—David J. Lewis.
Kearney Hub—H. C. Kroger.
Lincoln Star—J. E. Lawrence, Frank E. Green, E. E. Wolfe.
North Platte Telegraph—A. J. Valentine.
Omaha Bee News—T. W. McCullough.
Omaha World Herald—R. M. Jones.

### NEVADA

Carson Appeal-News—D. H. Sensency.
Reno Nevada State Journal—E. W. McKenchnie, Jr.
Tonopah Times Bonanza—C. R. Terrell.

### NEW HAMPSHIRE

Concord—Monitor & New Hampshire Patriot—James M. Lanley, Wm. Newell.
Keene Sentinel—Harry C. Shaw.

### NEW JERSEY

Atlantic City Press Union—F. E. Crossdale & F. W. Shepper.
Bayonne Times—Henry F. Auger, Samuel Kaufman.
Camden Post & Courier—Thos. O'Halloran.
Hackensack Bergen Record—Donald G. Borg, R. H. Wynkoop.
Jersey City Journal—J. Albert Dear, Jr.
Long Branch Record—Houston Brown.
Millville Republican—E. M. Wescoat.
Morristown Record—Norman B. Tomlinson.
Newark Call—James P. Logan, William S. Hunt, E. F. Bataille.
Newark Ledger—John T. Burke.
Newark News—Walter Karig, Israel L. White, Louis H. Patterson, Eugene K. Herrick, John P. Coakley, John W. Maynard.
Newark Star Eagle—W. E. Bowman.
New Brunswick Home News & Times—Harold E. O'Neill.
Perth Amboy News—Irving J. Reimers.
Trenton State Gazette & Times-Advertiser—John J. Cleary, Raymond A. Schroth.
Trenton Times—Fred'k L. Ferris.
Union City Hudson Dispatch—Haddon Ivins, John Mitchell.
Vineland Times—Max Leuchter.

### NEW MEXICO

Albuquerque Tribune—E. H. Shaffer.
Raton Range—Karl E. Kilby.

### NEW YORK

Albany Knickerbocker Press—Allen Eddy.
Albany News—Allen Eddy, Ralph Record.
Binghamton Press—Tom R. Hutton.
Buffalo Courier Express—Frederick L. Kendall, Frank Hammond.
Buffalo Times—Fred Charles.
Canandaigua Messenger—Leon J. McCarthy.
Corning Leader—L. D. Kimble.
Elmira Star Gazette & Advertiser—Geo. S. Crandall.
Middletown Times Herald—Geo. L. Seese, H. A. MacGowan, W. J. Embler.
Newburgh Beacon News—C. D. Myers.
Brooklyn Eagle—Cleveland Rodgers, Philip Coan, John Alden.
Brooklyn Times Union—Richardson Webster, Joseph Cogan.
New York Herald Tribune—Geoffrey Parsons, Walter Millis, Nicholas Roosevelt, Harold Dana, Stuart Crawford, Rodney Gilbert, Edward H. Collins.
New York Jewish Bulletin—Jacob Landau, Harry Salpeter.
New York Jewish Forward—Abraham Cahan, H. Rogoff, M. Khinoy.
New York Journal of Commerce—Jules I. Bogen.
New York Mirror—Emile Gauvreau, Howard D. Wheler, Arthur J. Pegler.
New York Post—Royal J. Davis, Isadore Finestein.
New York Sun—Frank M. O'Brien, Keats Speed, Edmond Bartnett, Peter A. Dolan.
New York Times—Rollo Ogden, Harold Phelps Stokes, Arthur Krock, Edward M. Kingsbury, Charles Merz, Alexander D. Noyes, Waldemar Kaempffert, Simeon Strunsky, Henry E. Armstrong.
New York Wall Street Journal—F. A. Kormeyer, D. C. Harrower.
New York World Telegram—H. S. Pollard, Dan Williams
Jamaica Queens News—A. Gerald Doyle.
Jamaica (L. I.) Press—Eugene G. Farrell.

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page* 188)

### Chief and Other Editorial Writers—(Continued)

North Tonawanda News—Charles E. Hewitt.
Nyack Journal News—Walter E. Williams.
Olean Times Herald—H. R. Helsby.
Oswego Palladium Times—C. T. Leighton, J. M. Gill.
Poughkeepsie Eagle News—William E. Seely.
Poughkeepsie Star & Enterprise—Richard E. Coon, Jr. & Arthur F. Wollenhaupt.
Rochester Democrat & Chronicle—Harvey W. Southgate.
Rochester Times Union—Ralph Webster, Leroy E. Snyder.
Rome Sentinel—A. R. Kessinger, John A. Scott.
Salamanca Republican Press—Matthew Weber, J. L. F. King.
Saugerties Post—Joseph W. Frankel.
Schenectady Union Star—Walter H. Main.
Syracuse Herald—Dr. John B. Howe, Fred Betts.
Syracuse Post Standard—Robert L. Voorhees, Martin L. Hanlon.
Troy Times—Rutherford Hayner.
Utica Observer Dispatch—W. W. Canfield.
Utica Press—Paul B. Williams, Horatis Jenkins.
White Plains Reporter—Walter V. Hogan & M. Harker.
Yonkers Record—Norman H. Orr.

### NORTH CAROLINA

Asheville Citizen & Times—Robert Lathan, Chas. K. Robinson.
Burlington Times News—O. F. Crowson, Jr.
Fayetteville Observer—R. L. Gray, Jr.
Gastonia Gazette—Hugh A. Query.
Hendersonville Times News—J. T. Fain.
Kinston Free Press—H. Galt Braxton.
New Bern Sun Journal—T. M. Diggs.
New Bern Tribune—N. G. Gooding.
Raleigh News & Observer—Jonathan Daniels & Frank Smethurst.
Rocky Mount Telegram—T. E. Wagg.
Statesville Daily—R. R. Clark.
Wilson Times—John D. Golds.

### OHIO

Akron Times Press—Parker LaMoore.
Ashtabula Star Beacon—E. L. Bowman, J. J. Mundy.
Bowling Green Sentinel Tribune—S. A. Canary.
Canton Repository—D. L. Mansell.
Cincinnati Post—John Gordon.
Cincinnati Times Star—Hielbert Taft.
Cleveland Press—C. T. Burch.
Columbus Citizen—Edward A. Evans.
Columbus Ohio State Journal—J. A. Meckshott.
Dayton Journal—H. H. Haberer.
Dayton Herald—H. H. Haberer.
Dayton News—Walter Locke.
Delaware Gazette—W. D. Thomson & W. J. Campbell.
Dover Reporter—H. C. Hagloch.
Fostoria Review—F. M. Hopkins.
Fostoria Times—Roscoe Carle.
Galion Inquirer—C. S. Etsinger.
Lima News—E. R. Leach.
Lorain Journal & Times Herald—Frank Maloy.
Manchester Signal—R. C. Wilkerson.
Mansfield News Journal—David Gibson, Geo. Kochenderfer.
Marietta Times—F. B. McKinney.
Massillon Independent—Fred Becker.
Middletown Journal—Wayne Adams.
Mount Vernon Republican News—J. E. Devalon.
Newark Advocate & American Tribune—C. H. Spencer, Ema Spencer.
Palestine Leader—C. L. Merwin.
Pomeroy Tribune & Tribune Telegraph—C. A. Schaefer.
Tiffin Advertiser Tribune—J. H. Thompson.
Toledo Blade—Lucas J. Beecher, Frank M. Warwick.
Toledo Times—Edward Ames.
Urbana Citizen—Herman E. Harner.
Wellsville News—G. C. Davis.
Wooster Record—A. R. Williams.
Zanesville Times Recorder & Signal—C. E. Granger, F. L. Bohn.

### OKLAHOMA

Alva Review Courier—Schuyler Allman.
Anadarko News—H. E. Castleberry.
Bartlesville Enterprise—J. S. Leach.
Bartlesville Examiner—N. D. Welty.
Bristow Record—L. M. Nichols.
Chickasha Express—Geo. H. Evans.
Duncan Banner—B. L. Abernethy.
Enid News & Eagle—M. C. Garber.
Hobart Democrat Chief—D. C. Eates, D. C. Frost.
Oklahoma News—R. T. Fredericks.
Oklahoma City Oklahoman & Times—Luther Harrison, Edith Johnson.
Pawhuska Journal Capital—H. G. Fankhauser.
Perry Journal—W. K. Leatherock.
Sapulpa Herald—John Young & Richard Caldwell.
Sayre Headlight Journal—A. A. Fischer.
Seminole Producer—James T. Jackson, John M. Virden.
Shawnee News & Star—Jack Spencer.
Tulsa World—Marshall L. Smith.
Vinita Journal—Roy Harding.

### OREGON

Albany Democrat Herald—T. D. Potwin.
Astoria Messenger—Dave Fulton.
Corvallis Gazette Times—C. E. Ingalls.
Grants Pass Courier—Earle E. Voorhies.
Marshfield Coos Bay Times—C. J. Gillette.
Medford Mail Tribune—Robert W. Ruhl.
Pendleton East Oregonian—E. B. Aldrich.
Portland Journal of Commerce—W. O. Silverthorn.
Portland News Telegram—Tom E. Shea.
Salem Oregon Statesman—Charles A. Sprague.

### PENNSYLVANIA

Ambridge Citizen—F. R. McNees.
Beaver Times—E. L. Freeland.
Beaver Falls News Tribune—John L. Stewart, Mr. H. O. Boettner.
Braddock News Herald—Margaret Wolff.
Bradford Era—David B. Rupley & C. G. Milligan.
Chester Times—Chas. R. Long & Dr. Henry C. Vedder.
Connellsville Courier—John L. Gans, Walter S. Stimmel, James M. Driscoll.
Corry Journal—Arthur Colegrove.
E. Stroudsburg Sun—J. H. Eagle.
Erie Dispatch Herald—J. A. Wurs Bach.
Erie Times—John J. Mead, Jr.
Greenville Record Argus—John L. Morrison.
Harrisburg Telegraph—E. J. Stackpole.
Indiana Gazette—Harry S. Lydick.
Johnstown Democrat—H. G. Andrews.
Lancaster Intelligencer Journal—Austin E. McCollough.
Lancaster New Era—J. H. Carter, Frank Gorham.
Lansford Record—Victor J. Dougherty.
Lewistown Sentinel—Meredith Meyers.
Lock Haven Express—Rebecca F. Gross.
Meadville Tribune Republican—K. P. Williams, R. S. Bates.
Mechanicsburg Local News—A. H. Imhof.
Oil City Derrick—John O'Donnell.
Philadelphia Public Ledger—G. Ellis Porter.
Philadelphia Record—Isadore Feinstein, Samuel Grafton.
Pittsburgh Post Gazette—W. T. Martin.
Pittsburgh Press—Guy V. Miller.
Pottstown Herald—Raymond C. Kelly.
Pottstown Mercury—Paul L. Diefenderfer.
Punxsutawney Spirit—P. L. Smith.
Reading Times—Abe Hurwitz.
St. Marys Press—H. T. O'Brien.
Scranton Scrantonian—Patrick Greer.
Scranton Times—E. J. Lynett, W. R. Lynett & Thomas F. Murphy.
Sharon Herald—Wm. B. Ramsey.
Tarentum Valley News—George D. Stuart, Lem Schwartz.
Waynesboro Record Herald—Floyd Chalfant.
York Gazette & Daily—Charles Wolf.

### RHODE ISLAND

Newport News—Marshall C. Rogers.
Pawtucket Times—Daniel Lawlor.
Providence Journal & Bulletin—Henry R. Palmer, George Potter.
Providence Journal—Henry R. Palmer.
West Warwick Pawtuxet Valley Times—W. J. Hammond.
Woonsocket Call—A. H. Crowell.

### SOUTH CAROLINA

Greenville News—J. E. Brunson.
Greenville Piedmont—J. W. Chapman.
Greenwood Index Journal—H. L. Watson.
Spartanburg Herald Journal—J. F. Crook, P. H. Fike.

### SOUTH DAKOTA

Aberdeen American News—H. C. Andersen.
Lead Call—J. A. Stanley, H. M. Blichholm.
Rapid City Journal—E. F. Lusk & Walter S. Travis.
Sioux Falls Argus & Leader—Fred Christopherson.
Watertown Public Opinion—Geo. B. Elliott.
Yankton Press & Dakotan—Fred H. Monfore.

### TENNESSEE

Athens Post Athenian—Fred E. Wankan.
Chattanooga News—Alfred D. Wynders.
Chattanooga Times—R. E. Walker.
Clarksville Leaf Chronicle—Stanley Gower.
Columbia Herald—John W. Finney, Miss Lucia Brown.
Knoxville Journal—Anne Rankin, W. B. Ellison, R. H. Clagett.
Knoxville News Sentinel—Benton J. Stong.
Memphis Commercial Appeal—Geo. Morris, J. O. Curley, Wm. H. Adler.
Memphis Press Scimitar—Ralph Millett.
Nashville Banner—George H. Armistead, Sr.
Trenton Bulletin—Charles E. Smith.

### TEXAS

Austin American Statesman—Hugh Nugent Fitzgerald.
Big Spring Herald—Joe Galbraith.
Borger Herald—Matt Farrell.
Center News—Joe B. Foster & Floyd Young.
Corpus Christi Caller Times—Jerry d'Unger.
Dallas Dispatch—Alfred O. Anderson.
Dallas News—Dr. J. Q. Dealey.
Dallas Times Herald—Tom C. Gooch.
Eastland Telegram—Hugh Nugent Fitzgerald.
El Paso Times—H. S. Hunter.
Fort Worth Press—Roscoe Fleming.
Goose Creek Sun—W. L. Pendergraft.
Harlingen Valley Star—Bishop Clements.
Henderson News—George Bowman.
Hillsboro Mirror—J. C. Butts.
Houston Post—H. L. Millis.
Houston Press—M. E. Foster.
Kaufman Herald—Jack Callan, L. E. Callan.
Lubbock Avalanche & Journal—Chas. A. Guy.
Palestine Herald—Mrs. I. J. Carlisle, W. M. Hamilton, H. V. Hamilton.
Paris News—John H. Purnell, A. W. Neville.
Plainview Herald—H. S. Hilburn.
Sherman Democrat—J. Newell Johnston.
San Marcos News—T. A. & W. E. Buckner.
Sulphur Springs News Telegram—Jno. S. Bagwell.
Yoakum Herald—H. D. Meister.

### UTAH

Ogden Standard Examiner—Frank Francis.
Salt Lake City Deseret News—Joseph J. Cannon.

### VERMONT

Bennington Banner—Paul C. Howe & C. J. Kinsley.

### VIRGINIA

Bristol Herald Courier—Herschel Dove, C. J. Harkrader, Munsey Slack.
Covington Virginian—Richard F. Beirne.
Danville Register & Bee—W. S. Meacham & Gerard Tetley.
Newport News Press & Times Herald—L. T. Jester, W. M. Harrison.
Norfolk Ledger Dispatch—Douglas Gordon.
Richmond Times Dispatch—William B. Southall.

### WASHINGTON

Aberdeen World—W. A. Rupp.
Bellingham News—Wm. Gardiner.
Centralia Chronicle—H. L. Bras.
Ellensburg Record—J. C. Kaynor & V. Cunningham.
Everett News—Herbert M. Peet.
Longview News—J. M. McClelland, W. H. Taylor, D. M. Simonson.
Olympia Olympian—H. M. Lane.
Port Angeles News—Wm. D. Welsh.
Seattle Journal of Commerce—M. W. Bean.
Seattle Star—Jas. L. Marshall.
Seattle Times—James A. Wood, Paul Lovering.
Spokane Press—E. W. Jorgenson.
Tacoma News Tribune—C. B. Welch.
Vancouver Columbian—Herbert J. Campbell, R. L. Bachman.
Walla Walla Bulletin—J. G. Kelly, H. S. Mitchell.

### WEST VIRGINIA

Charleston Gazette—W. E. Chilton, Jr.
Clarksburg Exponent Telegram—W. C. Morrison.
Martinsburg Journal—G. C. McKown.
Parkersburg News—Herbert Adams.
Parkersburg Sentinel—John W. Fischer.
Point Pleasant Register—W. Cleveland Bowie.

### WISCONSIN

Appleton Post Crescent—V. I. Minahan & John R. Riedl.
Ashland Press—John B. Chopple.
Beaver Dam Citizen—J. E. Heifert.
Beloit News—Mason H. Dobson.
Eau Claire Leader Telegram—W. P. Welch.
Fond du Lac Wisconsin Commonwealth Reporter—C. F. Coffman.
Kenosha News—Ernest F. Marlatt.
La Crosse Tribune & Leader Press—A. M. Brayton, R. L. Bangsberg.
Madison Capital Times—William T. Evjue, H. D. Sage, Charles Holmburg.
Manitowoc Wisconsin Herald Times—Harold Smith, R. T. Bayne.
Marinette Eagle Star—Frank E. Noyes.
Marshfield News Herald—Howard A. Quirt.
Merrill Herald—W. B. Chilsen.
Milwaukee Journal—J. D. Ferguson, D. W. Swiggett, W. C. Conrad, R. W. Luening, F. P. Olds.
Milwaukee Leader—John M. Work, Leo Wolfsohn, Jac Friedrick.
Racine Journal Times—F. R. Startnck, F. Lorell.
Rhinelander News—Clifford G. Ferris.
Sheboygan Press—C. E. Broughton.
Waukesha Freeman—Henry A. Youmans.

### WYOMING

Gillette Journal—Harmon C. Rice.

## CANADA

### ALBERTA

Calgary Herald—R. S. Somerville, Col. J. H. Woods.
Edmonton Journal—A. Balmer Watt.

### BRITISH COLUMBIA

Nanaimo Free Press—B. H. E. Goult.
Nelson News—F. F. Payne.
Vancouver Sun—H. L. Weir.

### MANITOBA

Winnipeg Free Press—H. B. Guest, H. M. Moore, J. B. McGlochy, Miss K. M. Haig.

### NOVA SCOTIA

Halifax Herald & Mail—E. E. Kelley.

### ONTARIO

Belleville Ontario Intelligencer—F. W. Rathman.
Guelph Mercury Limited—A. M. Macalister.
Hamilton Herald—A. E. S. Smythe.
Niagara Falls Review—J. M. Cowan, F. H. Leslie.
Ottawa Citizen—C. A. Bowman.
Ottawa Journal—V. M. Kipp.
St. Catharines Standard—H. L. Walsh.
St. Thomas Times Journal—Thomas Keith, Herbert Ramsay.
Sarnia Canadian Observer—H. M. Huston.
Toronto Mail & Empire—F. D. L. Smith, J. S. MacLean.
Toronto Star—J. T. Clark.
Toronto Telegram—R. McEvoy, F. A. Miller.
Windsor Border Cities Star—Ellison Young, W. L. Clark, D. P. Connery.

### QUEBEC

Montreal Herald—C. L. Sibley.
Montreal La Patrie—O. Mayrand, J. A. Gauthier, J. C. Lefrancois.
Montreal le Devoir—Omer Heroux, Louis Dupire.
Montreal Star—S. Morgan Powell, E. J. Archibald, J. Bird.
Quebec L'Action Catholique — Eugene L'Heureux, Thomas Poulin.
Sherbrooke La Tribune—L. P. Robedoux, C. E. Parrot.

### SASKATCHEWAN

Saskatoon Star Phoenix—W. Clarke.

## ASSOCIATE EDITORS

### ALABAMA

Birmingham News & Age Herald—O. N. Zuber, Chas. N. Feidelson.
Mobile Press Register—Don Greenwood, Wm. H. Longgrear.
Montgomery Advertiser—Walling Keith.

### ARIZONA

Phoenix Republic & Gazette—B. P. Lynch, G. J. Tyston, T. W. B. Anderson.

### ARKANSAS

El Dorado News Times—E. W. Copeland.
Siloam Springs Herald & Democrat—A. W. Perrine, Jr., H. B. Perrine.

### CALIFORNIA

Colton Courier—Dillon Purcell, K. W. Alexander.
Corning Observer—F. W. Mosher, Jr.
Corona Independent—N. C. Kelley.
Grass Valley Union—E. G. Kinyon.
Hollywood Citizen News—G. E. Stickney.
Long Beach Press Telegram—S. S. Conklin.
Los Angeles Herald & Express—Wesley Barr.
Monterey Peninsula Herald—Wm. O'Donnell, M. O. Londahl, Wm. Gleeson.
Palo Alto Times—Elinor V. Cogswell.
Pasadena Star News—J. H. Pryor, A. J. Hosking.
Petaluma Argus Courier—John A. Olmsted.
Redwood City Tribune Standard—James D. Hedge.
Sacramento Bee—Roy V. Bailey & Arthur B. Vaugh.
Salinas Post—Corinne Lewis.
San Bernardino Sun & Telegram—Ralph W. Davis.
San Diego Sun—Alan C. Bartlet, Magner White.
San Francisco Chronicle—Wm. A. Fitzgerald.
Santa Cruz News—Leon Rowland, Thos. McHugh.
Santa Cruz Sentinel—Ernest Otto.
Santa Monica Outlook—Carl F. White.
Stockton Record—Verne Scoggins.
Stockton Independent—David Young.
Taft Midway Driller—Edmund W. Callander, Walter M. Keene.
Ventura Free Press—Harold Carew.
Wilmington Press—C. A. Roberts and G. Williams.
Woodland Democrat—Paul R. Leake.

### COLORADO

La Junta Democrat—James A. Sevitz.
Loveland Reporter-Herald—Phil Berg.

### CONNECTICUT

Bristol Press—Wallace H. Miller, Thomas A. Tracy.
Hartford Courant—W. K. Schwinn.
Meriden Record—F. Harold Grimes.
Middletown Press—Sidney W. Challenger.

### DELAWARE

Wilmington Delmarva Star—Dr. Francis B. Short, James Robertson.
Wilmington Journal—A. O. H. Crier.
Wilmington News—William H. Hill.

### DISTRICT OF COLUMBIA

Washington Star Newspaper Co.—Newbold Noyes, G. A. Lyon.

### FLORIDA

Key West Citizen—Lennie Grillon.
Miami Herald—J. Kenneth Ballinger.
Miami News—Truman Felt.
Tampa Tribune—E. D. Lambright.
Winter Haven Daily—Russell N. Haas.

### GEORGIA

Albany Herald—W. M. Pryse.
Griffin News—Dr. W. F. Melton.
Maxon Telegraph—Eugene Anderson.
Tifton Gazette—Robt. S. Herring.

### HAWAII

Honolulu Advertiser—Raymond Coll.
Honolulu Nippu Jiji—S. Asami.

### IDAHO

Pocatello Tribune—Geo. N. Ifft, John Chandler.

### ILLINOIS

Belleville News-Democrat—Richard P. Kern.
Champaign News Gazette—Robert P. McKinlet, E. C. Bleau.
Chicago News—Lincoln MacMillan.
Chicago Tribune—Don Maxwell, J. L. Maloney, N. J. Evans, Leon Stoltz.
Du Quoin Call—M. C. Sisney.
Freeport Journal Standard—Donald L. Breed, Thos. F. Lawless.
Galesburg Register Mail—R. H. Jelliff.
Lincoln Courier—N.E.A. Service.
Macomb Journal—L. A. Randolph.
Marion Post—E. R. Jones.
Moline Dispatch—M. W. Campbell.
Pekin Times—L. B. Watson.
Peoria Star—Chas. B. Smith, Howard M. Fuller.
Quincy Herald Whig—R. M. Switzer.
Rock Island Argus—Frank E. Brandt.
Rockford Journal—Henry S. Ehle.
Waukegan News Sun—Eino J. Macklin.

### INDIANA

Attica Ledger-Tribune—Fred S. Purnell, C. W. Melson.
Brazil Times & News—George H. James, Ralph H. Plumb.
Indianapolis News—W. L. Wilson.
Lebanon Reporter—I. B. Pulliam.
New Castle Courier Times—W. S. Chambers, Scott Chambers, A. C. Hiner.
Seymour Tribune—T. Perry Wesley.
South Bend News Times—B. J. Lewis.
South Bend Tribune—G. E. Cosgrove.
Sullivan Times—Eleanor Poynter Jamison.
Vincennes Sun Commercial—A. R. Cochran, Paul F. Ellis.
Warsaw Daily Times—E. H. Dodge.

### IOWA

Atlantic News Telegraph—Arden H. Mills.
Boone News Republican—Mary T. Goldthwaite.

(*Continued on page* 190)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 189*)

**Associate Editors—(Continued)**

Creston News Advertiser—Jack Moran.
Des Moines Register & Tribune—W. W. Waymack.
Dubuque Telegraph Herald & Times Journal—S. A. Mahuran, Payson Berg.
Ottumwa Daily Courier—Tom Keefe, Jr.

### KANSAS

Chanute Tribune—Charles F. Jones.
Council Grove Republican—Jaconette Lawrence.
Garden City Telegram—Martha Lawrence.
Manhattan Chronicle & Mercury—Fred A. Seaton.
Newton Kansas Republican—J. L. Napier.

### KENTUCKY

Ashland Independent—J. T. Norris.
Lexington Leader—T. W. Rainey.
Louisville Courier-Journal—Barry Bullock, L. V. Armentrout, Malcolm Bayley.
Louisville Herald Post—E. A. Jones.
Louisville Times—Russel Briney.
Owensboro Messenger Inquirer—Jas. M. Pendleton & W. E. Daniels.
Paducah Sun Democrat—E. J. Paxton.

### LOUISIANA

Alexandria Town Talk—R. C. Jarreau and H. H. Mobley.

### MAINE

Bangor News—John M. O'Connell, Jr., L. T. Smyth.
Biddeford Journal—R. F. Wormwood, James L. Burnham, Timothy Mahaney.
Waterville Sentinel—E. W. Talberth, Eugene Letourneau.

### MARYLAND

Baltimore Post—Louis Azrael.
Cumberland News—R. W. Armbruster.

### MASSACHUSETTS

Arlington News—L. A. Brodeur.
Beverly Times—Ray L. Horrch, Carleton B. Hovey.
Boston Christian Science Monitor—J. Roscoe Drummond.
Everett News—Frank Dowd, Jos. Nevins.
Holyoke Transcript Telegram—Mrs. Minnie R. Dwight.
Gardner News—Joseph K. Colton, Thomas F. Flynn.
Lowell Courier Citizen & Leader—Sidney R. Fleet, Frederick W. Coburn, Kent Knowlton.
Lowell Sun—Thomas F. Costello.
Medford Mercury—E. A. Cronin, T. M. Connell, F. W. Lovering.

### MICHIGAN

Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium—S. R. Banyon.
Cheboygan Tribune—Charles Smythe.
Coldwater Reporter—Ruth Kitchel Wakeman.
Detroit Free Press—Andrew Bernhard, Wayne Jordan, Douglas D. Martin, C. C. Swanwick, Wm. C. Richards, Wm. Coughlin, M. F. Drukenbrod.
Hancock Copper Journal—W. G. Williams.
Ludington News—Frederic Read.
Muskegon Chronicle—C. D. McNamee.

### MINNESOTA

Albert Lea Tribune—Russell Voight.
Minneapolis Star—George H. Adams.
Minneapolis Tribune—Dowsley Clark.
Owatonna People's Press—B. E. Darby, H.
Virginia Enterprise—Elbridge C. Smith, D. J. MacIver.

### MISSISSIPPI

Clarksdale News—Blanton Dye.
Tupelo News—Edgar G. Harris, Frank A. Henderson.

### MISSOURI

Boonville News—Lewis Debo.
Boonville Republican-Sun—H. D. Quigg, Jr.
Kansas City Journal Post—W. Laurence Dickey, Dick Smith.
Kansas City Star—D. Austin Latchaw.
Moberly Monitor Index—James Todd, W. T. Van Cleve.
Monett Times—Jay B. Iden.
Poplar Bluff American Republican—James Hendrickson.
St. Joseph News-Press & Gazette—C. L. Rutt, Dean Wilde.
Warrensburg Star Journal—James Kirkpatrick.

### MONTANA

Livingston Enterprise—F. S. Powell, Keith Botterud.

### NEBRASKA

Beatrice Sun—T. D. Bradley.
Columbus Telegram—A. C. Smith, Z. H. Loomis.
Falls City Journal—N. W. Todd, Leo Nusbaum.
Omaha World Herald—Harvey E. Newbranch.

### NEVADA

Reno Nevada State Journal—Lyman Clark.

### NEW HAMPSHIRE

Keene Sentinel—John H. Kline.

### NEW JERSEY

Atlantic City Press Union—George Weintraub.
Bayonne Times—Henry F. Auger.
Camden Post & Courier—Arthur D. Pierce.
Hackensack Bergen Record—Kenneth L. Demarest.
Newark Call—James P. Logan, William S. Hunt, John E. Beer.
Newark Ledger—John T. Burke, Jerry Nusbaum, William J. Carver.
Newark Star Eagle—James J. Kennedy.
Trenton State Gazette & Times-Advertiser—Thomas F. Waldron, James Kerney, Jr.
Trenton Times—James Kerney, Jr., John Sines.

### NEW MEXICO

Raton Range—Mrs. Iola D. Zook.
Tucumcari News—Pauline D. Sartain.

### NEW YORK

Albany News—Ralph Record.
Amsterdam Recorder—George H. Poore.
Auburn Citizen Advertiser—Lithgow Osborne, Rudolph W. Chamberlain.
Corning Leader—L. D. Kimble.
Elmira Star Gazette & Advertiser—Geo. E. McCann, C. J. Milliken.
Freeport Hempstead Nassau Review—Arthur M. Hodges.
Middletown Times Herald—H. A. MacGowan.
Brooklyn Times Union—Joseph J. Early.
New York Mirror—Hinson Stiles, Howard D. Wheeler.
New York Sun—Harold M. Anderson, James E. Craig, Edwin H. Blanchard, Louis A. Springer, Clayton Hoagland.
New York Times—Dr. John H. Finley.
New York Wall Street Journal—Thomas F. Woodlock.
Jamaica L. I. Press—Philip Hochstein, Edward L. Sterne, Edward Gottlieb.
Oneonta Star—Francis A. Lee, Andrew B. Saxton.
Poughkeepsie Eagle News—Richard E. Coon, Jr.
Poughkeepsie Star & Enterprise—Arthur F. Woolenhaupt.
Rochester Democrate & Chronicle—Leo B. Skeffington.
Rochester Times Union—Paul Benton, M. V. Atwood, L. R. Blanchard.
Schenectady Union Star—Philip H. Wertz.
Syracuse Herald—Dr. John B. Howe, Fred Betts.
Troy Times—Garner Roney.
Utica Observer Dispatch—E. A. Spears.
Utica Press—Hugh Hughes.
White Plains Reporter—Milton Harker.

### NORTH CAROLINA

Kingston Free Press—C. W. McDevett.
Wilson Times—Mrs. D. H. Gold, Miss Sue Jordan.

### OHIO

Cincinnati Post—Carl D. Groat, Joe H. Torbett.
Cincinnati Times Star—Clark B. Firestone.
Columbus Ohio State Journal—A. E. McKee, Clyde D. Moore.
Dayton Herald—Dwight E. Young.
Dayton Journal—Dwight E. Young (Editor-in-Chief).
Delaware Gazette—W. J. Campbell.
Galion Inquirer—W. S. Goshorn, H. S. Cummins.
Manchester Signal—V. H. Wilkerson.
Massilon Independent—C. E. Chidester.
Mount Vernon Republican News—Fred Lorey, R. V. Hess.
Palestine Leader—R. W. Merwin.
Pomeroy Tribune & Tribune Telegraph—C. A. Schaefer, C. Ebersbach, Theo. Ebersbach.
Ravenna Record—R. C. Dix.
Toledo Blade—Lucas J. Beecher, Frank M. Warwick.
Toledo Times—John D. Dun.
Wellsville News—Dan Thompson.
Wooster Record—A. R. Williams.
Zanesville Times-Recorder & Signal—C. E. Granger, F. L. Bohn.

### OKLAHOMA

Bartlesville Examiner—Newell G. Welty.
Sayre Headlight Journal—O. M. Marsh.

### OREGON

Astoria Messenger—Harriet Markham Gill.
Oregon City Enterprise—H. B. Cartledge.
Portland News Telegram—R. K. Foley, J. G. Olds

### PENNSYLVANIA

Beaver Falls News Tribune—Mr James H. March.
Braddock News Herald—James B. Ball, Jr.
Bradford Era—Merle Fiscus and Ralph Evans.
Indiana Gazette—Frank M. Smith.
Lancaster New Era—H. C. Brubaker, Elmer Curry.
Lansford Record—Russel Thomas.
Lock Haven Express—Christine E. Richens.
Meadville Tribune Republican—Walter Irving Bates.
Mechanicsburg News—W. H. Wilson.
Monessen Independent—H. R. Pore, Frank G. Lane.
New Castle News—Fred L. Rentz, Geo. W. Conway.
Oil City Derrick—John M. Egan.
Pottstown Herald—Raymond C. Kelley.
Punxsutawney Spirit—C. Carlton, S. S. Smith.
St. Mary's Press—H. T. O'Brien.
Scranton Scrantonian—E. Tracy Sweet.
Scranton Times—Thomas F. Murphy.
Tarentum Valley News—H. H. Harrison.
York Gazette & Daily—Richard Runk.

### RHODE ISLAND

Providence Bulletin—David Patten.
West Warwick Pawtuxet Valley Times—Irving P. Hudson, William J. Hammond.

### SOUTH CAROLINA

Greenville News—J. E. Brunson.
Greenville Peidmont—A. T. McCain.

### SOUTH DAKOTA

Aberdeen American News—C. E. Marty.
Rapid City Journal—Walter S. Travis.
Sioux Falls Argus Leader—J. A. Derome.

### TENNESSEE

Athens Post Athenian—S. C. Brown, Arthur Prather, E. B. Madison.
Clarksville Leaf Chronicle—Ted Northington & J. H. Morefield.
Columbia Herald—John W. Finney, Miss Lucia Brown.
Nashville Banner—William E. Beard.
Trenton Bulletin—E. F. Miller.

### TEXAS

Borger Herald—Loyd McCann, Mrs. Donza Hart, Guss White.
Center News—Floyd Young.
Kaufman Herald—James Brown.
Lubbock Avalanche & Journal—Chas. W. Ratliff.
Palestine Herald—Franklin Bradford.
San Marcos News—L. A. Cooper, Mrs. J. W. Ansell.
Sulphur Springs News Telegram—Mrs. Jno. S. Bagwell.

### UTAH

Salt Lake City Tribune Telegram—Hamilton G. Park, Olive M. Burt, Frank Hunt, Mrs. G. F. Hickman.

### VERMONT

Bennington Banner—Clayton J. Kinsley.

### VIRGINIA

Danville Register & Bee—Rorer A. James, Jr.
Norfolk Ledger Dispatch—Henry D. Perkins.

### WASHINGTON

Centralia Chronicle—R. W. Edinger.
Seattle Journal of Commerce—Nicholas Schwartz.
Tacoma News Tribune—Paul W. Harvey (News Editor).

### WEST VIRGINIA

Charleston Gazette—W. E. Chilton, Sr.
Martinsburg Journal—H. C. Ogden & Thomas O'Brien Flynn.

### WISCONSIN

Janesville Gazette—Harris Drew.
La Crosse Tribune & Leader Press—A. M. Brayton.
Madison Capital Times—D. D. Dunn, H. D. Sage.
Madison Wisconsin State Journal—J. W. Everett, Mark R. Byers.
Manitowoc Wisconsin Herald Times—R. T. Bayne, Harold Smith, Geo. McFarlane.
Marinette Eagle Star—Belle C. Noyes.
Merrill Herald—W. B. Chilsen, Joe A. Chilsen.
Milwaukee Leader—John M. Work.
Racine Journal Times—F. Lorell.

### WYOMING

Gillette Journal—Paul R. Meyer.

## CANADA

### ALBERTA

Calgary Herald—J. E. Wodell.
Edmonton Journal—J. Dixon Craig.

### MANITOBA

Winnipeg Free Press—T. B. Robertson.
Winnipeg Tribune—B. A. Macnab, J. J. Moncreiff, R. Patton and R. H. Hooper.

### NOVA SCOTIA

Halifax Herald & Mail—Frank Doyle, Hervey Jones.

### ONTARIO

Ottawa Citizen—E. W. Harrold.
Ottawa Journal—M. Grattan O'Leary.
St. Thomas Times Journal—Robert Henderson.
Toronto Mail & Empire—J. B. Hanna.
Toronto Telegram—A. W. J. Buckland.

### PRINCE EDWARD ISLAND

Charlestown Guardian—Frank Walker & D. K. Currit.

### QUEBEC

Montreal Herald—Walter O'Hearn & Ken Wright.
Montreal Le Devoir—Emile Benoist.

## COLUMNISTS

### ALABAMA

Birmingham News & Age Herald—Henry Vance, John Temple Graves, II.
Huntsville Register—Don Verdad, W. J. Taylor.
Dothan Eagle—W. C. Batchelor.
Mobile Press Register—H. P. Ewald, Barney Sheridan, Frank Gordy.
Montgomery Advertiser—Atticus Mullen, Judge Walter B. Jones.
Selma Times Journal—Clara Callaway Seay.

### ARIZONA

Phoenix Republic & Gazette—Wm. Turnbow, T. W. B. Anderson.
Yuma Arizona Senitnel—R. L. Odom and I. V. Brunson.
Yuma Sun—Al F. Frauenfelder.

### ARKANSAS

Fayetteville Democrat—Mrs. Roberta W. Fulbright, Jim Bohart, L. S. Read.
Newport Independent—J. E. Doherty and Lester Farmer.
Russellville Courier-Democrat—W. E. Livingston.

### CALIFORNIA

Culver City Star News—Onward Cochran, Marion Nevin.
Dinuba Sentinel—W. E. Locke.
Grass Valley Union—E. G. Kinyon.
Hollywood Citizen News—Bud Landis, Elizabeth Yeaman, Dallas MacDonnell, Claude Newman.
Long Beach Press Telegram—Harold Williams, Frank T. Blair, Art Cohn.
Los Angeles Herald & Express—J. C. Stuart, Caroline Walker.
Los Angeles Illustrated News—E. V. Durling, Duncan Aikman, Edwin Bates, Mrs. McCollough, C. H. Garrigues, Manchester Boddy.
Los Angeles Times—Harry Carr, Lee Shippey, E. M. Ainsworth, Grace Kingsley
Merced Sun-Star—Corwin Radcliffe.
Oakland Post Enquirer—A. E. Anderson.
Oakland Tribune—A. B. Schuster.
Oceanside Blade Tribune—Frederick William Pettit, Robert Fell.
Palo Alto Times—Dallas E. Wood.
Pasadena Star News & Post—W. L. Blair, George C. Cowing.
Redwood City Tribune Standard—Carroll D. Hall.
Sacramento Bee—C. K. McClatchy.
Sacramento Union—Chas. J. Lilley.
Salinas Post—Jim Dash.
San Bernardino Sun & Telegram—R. C. Harbison, A. J. Brown.
San Diego Sun—L. D. Claypool.
San Diego Union & Tribune—Forrest Warren, Henry Love, Ted Steinmann, Monroe McConnell, Tom Akers, Bill Adair.
San Francisco News—J. D. Barry.
Santa Cruz News—F. J. Brentlinger.
Santa Cruz Sentinel—Sanford B. Hunt, William E. Gould.
Santa Monica Outlook—Charles S. Warren, Frank Finch.
Stockton Record—Irving Martin, Jr.
Stockton Independent—W. T. Trivelpiece, C. M. Adriance.
Taft Midway Driller—Gassius G. Noble.
Ventura Free Press—Betty Clancy.
Wilmington Press—C. P. Roberts.
Woodland Democrat — Clifton Frisbie, Florence McGehee, Elinor Hayes.

### COLORADO

Colorado Springs Telegraph Gazette—Judge L. W. Cunningham.
Denver Rocky Mountain News—Lee Taylor Casey.
Fort Collins Express Courier—James R. Miller, Stanley A. Curtis, Pat Hurley, James A. McCain, Joe McClelland, Mme. Arvee, Coach Scott.
Grand Junction Sentinel—J. E. Moorhead and Al Look.
Lamar News—J. T. Lawless.
Loveland Reporter-Herald—Phil Berg.
Trinidad Chronicle News—John O'Connor.

### CONNECTICUT

Bridgeport Herald—A. W. Granger, Leo Miller, Harry Neigher, L. Harris, F. Wooding, W. Kierman, Don Abbott, James Copeland, A. Jackson, J. Soltesz, A. S. O'Brien.
Bridgeport Times Star—Allan H. Olmstead, Rockwell Clark, Jack O'Brien, Joseph Hurley.
Bristol Press—Joseph F. Sexton, Clarkson S. Barnes.
Hartford Courant—W. J. Foote.
Hartford Times—Frederick P. Latimer, A. B. McGinley, George E. Brogdon.
Meriden Record—T. H. Warnock.
Naugatuck News—John J. Daly, Kenneth Rapieff.
South Norwalk Sentinel—Herbert Schwartz.
Torrington Register—John H. Thompson.

### DELAWARE

Wilmington Delmarva Star—Chas. M. Hackett, E. R. Keim.

### DISTRICT OF COLUMBIA

Washington Post—Carlisle Bargeron, Ralph W. Robey.
Washington Star—Philander Johnson.

### FLORIDA

Bartow Polk County Record—George H. Clements.
Daytona Beach News Journal—Lawton Garver, Liliane R. Davidson.
Fort Myers News-Press—Ronald Halgrim, Margaret Mickle.
Miami News—Gruman Felt, Ben Prout.
St. Petersburg Independent—A. R. Dunlap, Harry Slichter.
Tampa Times—Ed Ray, Sarah Keller.
Tampa Tribune—P. E. Barney.
West Palm Beach—V. L. Smith, J. E. Logsdon.

### GEORGIA

Americus Times Recorder—Ainsworth Gatewood.
Atlanta Georgian—Ed Danforth, Mildred Seydell, Dudley Glass.
Atlanta Journal—Ralph Smith, O. B. Keeler, Corra Harris, Harry Stillwell-Edwards, John T. Boifeuillet, Olin Miller.
Columbus Ledger Enquirer—J. R. Fitz-Patrick.
Griffin News—Quimby Melton.
Macon News—Ken Kimbel.
Macon Telegraph—Johnnie Spencer, Ken Kimbel.
Moultrie Observer—Frances Allen.

### HAWAII

Honolulu Advertiser—Walter J. Adams, Ray Coll, Jr.
Honolulu Nippu Jiji—Y. Yamamoto.
Honolulu Star Bulletin—Howard D. Case.

### IDAHO

Boise Capital News—R. L. Brink.
Lewiston Tribune—H. A. Lyon.

### ILLINOIS

Belvidere Republican—L. T. McCleneghan.
Bloomington Pantagraph—Stanley Bishop, J. L. Hasbrouck.
Champaign News Gazette—Eddie Jacquin, Frances Myers.
Chicago News—Howard Vincent O'Brien, Gene Morgan.
Chicago Journal of Commerce—W. G. Sibley.
Chicago Times—Gail Borden.
Chicago Herald & Examiner—Warren Brown, Mrs. Henry Field, Mrs. A. W. Young, Sis Willner, Frank F. Loomis, Sr.
Chicago Tribune—Richard Henry Little, Harvey T. Woodruff, June Provines.
Evanston News Index—Roy V. Crawford.
Galesburg Register Mail—George Jones, Emil Dalberg, Gil Johnson.
Marion Republican—Homer M. Butler.
Monmouth Review Atlas—John Lugg.
Murphysboro Independent—James E. Rockwell.
Ottawa Republican Times—L. M. Davis.
Pekin Times—Dick Joerger.
Peoria Journal Transcript—Miss Marilee Barger, R. M. Shepherdson.
Peoria Star—C. H. Gamble, F. R. Oakley.
Quincy Herald Whig—David Tuffe, Elisabeth Wilson.
Robinson News—George H. McCarty.
Rockford Journal—Richard R. Gladish.
Springfield Illinois State Journal—David V. Felts.
Waukegan News Sun—George Crawford.
West Frankford American—W. Hanson Purcell.

### INDIANA

Brazil Times & News—Jos. P. Badger, Dick Lytle, T. N. James.
Columbia City Commercial-Mail—Edwin Meitzler.
Columbia City Post—Edwin Meitzler.
Connersville News Examiner—Candan Murray, J. L. Foster.
Fort Wayne Journal Gazette—Bessie K. Roberts, Clifford J. Milnor.
Fort Wayne News Sentinel—Clifford Ward.
Gary Post Tribune—Thomas H. Cannon.

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 190)

**Columnists—(Continued)**

Indianapolis Star—Mary Boatwick, Edna Levey, Mary D. Lemon.
Lafayette Journal & Courier—Wm. H. Robertson, G. Graham.
La Porte Herald Argus—Esther H. Waters.
Lebanon Reporter—Al Wynkoop, E. C. Pulliam, I. B. Pulliam, Albert J. Beveridge, Jr.
Vincennes Sun Commercial—P. F. Ellis.
Warsaw Times—Miss Chrystal Davis.

### IOWA

Cherokee Times—Paul H. Caswell.
Des Moines Register & Tribune—Harlan Miller, Elizabeth Zwart Metcalf.
Dubuque Catholic Tribune—Anthony F. Klinkner, William Gloden, Carl Ochs.
Dubuque Telegraph Herald & Times Journal—Sharlye Woodward.
Keokuk Gate City—Douglas Lamont, Dale E. Carrell.
Newton News—James R. Rhodes, E. J. VanOstrand.
Shenandoah Sentinel—Gordon Gauss.
Washington Journal—Dave Elder.

### KANSAS

Arkansas City Traveler—Arch W. Jarrell.
Chanute Tribune—John P. Harris, Dorothy Greve.
Concordia Blade Empire—Tom Kiene, Marian Eliet.
El Dorado Times—R. A. Clymer, J. P. Stratford, Victor Boellner.
Emporia Gazette—Frank C. Clough.
Garden City Telegram—R. B. Reed, Earl Richardson.
Great Bend Tribune—C. R. Townsley, Morey Potter.
Kansas City Kansan—A. E. Neal.
Lawrence Journal World—E. A. Edwards, Carleton Kent.
Manhattan Chronicle & Mercury—Geo. Venneberg.
Ottawa Herald—John P. Harris.
Topeka Capital—Leslie Edmonds, E. E. Kelley.
Wichita Beacon—Lee Kreiselman, Polly Parsons, Bruce Balfour Evans.
Winfield Daily Courier—H. L. Hart, Carl J. Whitson.

### KENTUCKY

Danville Kentucky Advocate—Jack G. Durham.
Hopkinsville Kentucky New Era—Charles M. Meacham.
Lexington Herald—Enoch Grehan.
Lexington Leader—Joe Jordan.
Louisville Herald Post—E. A. Jonas.
Paducah Sun Democrat—Henry Ward, Elliott C. Mitchell.

### LOUISIANA

New Orleans Item Tribune—William Wiegand, Mel Washburn.

### MAINE

Biddeford Journal—Philip Tarr.
Waterville Sentinel—C. A. Lewis, E. W. Talberth, Eugene Lebourneau, H. W. Heikes, C. J. Davis.

### MARYLAND

Annapolis Capital—Walter Aumold.
Baltimore Post—Louis Azrael, J. A. Newell, J. Lester Scott.

### MASSACHUSETTS

Arlington News—G. Bert Washburn.
Beverlly Times—L. R. Hovey.
Boston Christian Science Monitor—Rufus Steele.
Boston Post—Newton Newkirk.
Gardner News—W. E. Hubbard, Joseph K. Colton.
Holyoke Transcript Telegram—Arthur Ryan.
Lowell Courier Citizen—Charles E. Gallagher.
Lowell Sun—F. A. Lawlor.
Medford Mercury—T. M. Connell, Grayce Thorson, Fred Bosworth.
Salem Tribune—William Crouse.
Springfield Union—Rodolph P. McPhee, Rowland Cloud.

### MICHIGAN

Albion Recorder—M. H. Fall.
Battle Creek Enquirer News—Kate Titus.
Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium—Bob White.
Big Rapids Pioneer—Burdette Ashley, Arthur O'Connor.
Detroit Free Press—Malcolm W. Bingay.
Detroit News—Elmer C. Adams, H. C. L. Jackson.
Grand Rapids Herald—Frank M. Sparks, Carlton Cady.
Lansing State Journal—Earle R. Pitt.
Muskegon Chronicle—C. D. McNamee.
Port Huron Times Herald—Ed. A. Snover, Geo. M. Hunter.

### MINNESOTA

Fairmont Sentinel—Claude N. Swanson.
Hibbing Tribune—R. W. Hitchcock.
Minneapolis Tribune—Hal Bjornson.
Owatonna People's Press—Sigrad Arne.
St. Cloud Times Journal—Harold Schoelkopf, Arthur Brisbane.
St. Paul News—Brisbane, Drew Pearson & Robert Allen.
Willmar Tribune—O. B. Augustson.

### MISSISSIPPI

Clarksdale News—Capt. Tom L. Gibson, Helen Neill Henry.
Greenwald Commonwealth—Littleton Upshur.
Tupelo News—W. O. Kincannon.

### MISSOURI

Boonville Republican-Sun—E. J. Melton, H. D. Quigg, Jr., Jack Brott, Gladys Grace Stammerjohn, Billy Aikor.
Independence Examiner—J. B. McDonald.
Kansas City Journal Post—Lowell Lawrance, John Cameron Swayze.
Kansas City Star—C. H. Thompson, Landon Laird.
Moberly Monitor Index—Goetze Jeter
Monett Times—Jay B. Iden, Pearl Peters.
Poplar Bluff American Republican—James Hendrickson, Art L. Wallhausen, Will W. Horton.
St. Joseph News Press & Gazette—C. L. Rutt.
St. Louis Globe Democrat—W. H. James, F. H. Collier, R. J. Boylan.
St. Louis Star Times—Sid Keener, Chas. H. Crouse.
Springfield News & Leader & Press—Dickson Terry.
Warrensburg Star Journal—James Kirkpatrick, Miss Bee Thrailkill.

### MONTANA

Billings Gazette—Jack Keenon.

### NEBRASKA

North Platte Telegraph—Ira Bare.
Omaha World Herald—Eva Mahoney.

### NEVADA

Carson Appeal-News—D. H. Senseney.

### NEW HAMPSHIRE

Concord Monitor & Patroit—Melhem Nasser, Harlan C. Pearson.

### NEW JERSEY

Bayonne Times—Samuel Kaufman. Ellis Shapiro.
Camden Post & Courier—James M. O'Neill, Chas. L. Humes, John J. Fitzgerald.
Hackensack Bergen Record—William A. Caldwell, Albert DelGreco.
Jersey City Journal—C. J. Ingram.
Millville Republican—D. T. Gifford.
Newark Call—G. A. Falzer, Edward Sothern Hipp, Robert C. Ring, J. F. Sanwald.
Passaic Herald News—Carl Ek, Edward J. Reardon.
Perth Amboy News—H. E. Pickersgill.
Trenton State Gazette & Times-Advertiser—Maurice F. X. Donohoe (Sports).
Trenton Times—Harry Weisblatt.
Union City Hudson Dispatch—Haddon Ivins.
Vineland Times—Max Leuchter, William J. Mulligan, R. E. Beecroft.

### NEW MEXICO

Raton Range—Karl E. Kilby.

### NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—Allen Eddy.
Amsterdam Recorder—Hugh P. Donlon.
Buffalo Courier Express—Edmund J. Kiefer, Billy Kelly, Mary B. Swan.
Buffalo Times—Edward J. Hoganmiller, Mrs. Louis Lane, Dorothy Winthrop.
Elmira Star Gazette & Advertiser—Matthew D. Richardson.
Middletown Times Herald—H. A. MacGowan, C. B. Seagears, R. Dulye.
Newburgh Beacon News—Bob Evans.
Brooklyn Advocate—Freddie Boyce, Louis Edgar Royal, David F. Soden.
Brooklyn Eagle—Rian James, Art Arthur.
Brooklyn Times Union—T. E. McLoughlin, Jimmy Wood, Tim Marks, Susan Chester.
New York American—Harry Acton, Alice Hughes, Charles Martel.
New York Herald Tribune—Franklin P. Adams, Lewis Gannett, James Montague, Isabel Paterson, Walter Lippmann, Mark Sullivan.
New York Jewish Forward—Dr. I. Ginsburg, B. Finkel, B. Hoffman.
New York Mirror—Walter Winchell, Mark Hellinger, Dan Parker.
New York Post—George Durno, James McMullin.
New York Sun—Robert H. Davis, H. I. Phillips, Joe Vila, Lawrence M. Hughes, Ward Morehouse, John McClain.
New York Wall Street Journal—B. Kilgore, C. C. Colt, O. J. Gingold, R. J. Mayer, C. Shipman.
New York World Telegram—Heywood Broun, Westbrook Pegler, Joe Williams, Fleur Fenton.
Queens (Jamaica) News—R. J. Linehan, Royal R. R. Riley, Joyce Roberts.
N. Tonawanda News—T. E. Hitchcock, E. H. Hewitt, Jr.
Oswego Palladium Times—John M. Hurley.
Poughkeepsie Star & Enterprise—Herbert J. Thomsen.
Rochester Democrat & Chronicle—Henry W. Clune.
Rochester Times Union—Paul Benton, A. J. Sigl, A. J. Warner.
Rome Sentinel—R. D. Heath.
Syracuse Herald—Fred Betts, William L. Pitts, L. J. Skiddy.
Syracuse Post Standard—Joseph H. Adams, Lewis Lee Shaffer, Joe Beamish (John F. Cook).
Utica Observer Dispatch—Joseph Hahn.
White Plains Reporter—W. L. Larned.
Yonkers Record—Sid Weiss.

### NORTH CAROLINA

Asheville Citizen & Times—Wickes Wamboldt.
Burlington Times News—Robert Hodges.
Charlotte News—T. . Pridgen, Tom P. Jimison, Dorothy Knox.
Concord Tribune—E. Ray King, Miss Cottrell Sherrill.
Fayetteville Observer—Geo. G. Myrover.
Gastonia Gazette—Stewart Atkins.
Greenville News & Piedmont—Bango Smith.
Kinston Free Press—Ed Thomas.
New Bern Sun Journal—T. M. Diggs.
New Bern Tribune—W. J. Arthur.
Raleigh News & Observer—Frank Smethurst.
Rocky Mount Telegram—T. E. Wagg.
Wilson Times—Ed. W. Davis, Mrs. D. H. Gold, Miss Sue Jordan, Mrs. B. R. Davis.

### OHIO

Akron Times Press—Tony Weitzel.
Ashtabula Star Beacon—J. J. Mundy, E. C. Hankins.
Cincinnati Post—Alfred Segal, Margaret Dunlop, Anita Auch, Naylor Stone, Mrs. Walter Ferguson, Ralph Hendershot, Dr. Harry E. Barnes.
Cleveland News—Geo. M. Carleton, Ed. Bang, Edna K. Wooley, Martha Lee, Prudence Price.
Cleveland Press—John Love, John Raper, Williams, Ackerman, Mrs. Ferguson, Laganke, Fishbein.
Columbus Citizen—V. E. McVicker.
Columbus Ohio State Journal—Clyde D. Moore, Karl Pauly.
Dayton News—Daniel Webster.
East Liverpool Review—T. T. Jones.
Fostoria Review—Constance Hopkins.
Fremont News—Monroe Glatz.
Lancaster Eagle—H. C. Ruffner.
Mansfield News Journal—Jane Williams.
Middletown Journal—R. C. Oglesby.
Mount Vernon Republican News—Fred Lorey.
Newark Advocate & American Tribune—Miss Ema Spencer.
Portsmouth Times—W. P. Minego.
Toledo Blade—W. T. DeWolfe.
Toledo News Bee—Michael Desmond, Richard J. Meade.
Toledo Times—Dan Palmer.
Toronto Tribune—Forrest Richmond.
Wilmington News Journal—"Dusty" Miller.
Wooster Record—Raymond Dix.
Zanesville Times Recorder & Signal—Harry Basehart.

### OKLAHOMA

Alva Review Courier—E. M. Parker, Herb Gold.
Anadarko News—H. E. Castleberry, Vernon T. Sanford.
Bartlesville Enterprise—J. S. Leach, E. L. Cartlidge.
Bartlesville Examiner—N. D. Welty.
Bristow Record—L. M. Nichols.
Chickasha Express—Geo. H. Evans.
Oklahoma News—Mrs. Walter Ferguson, Joe Williams, Jim Hopkins, Bill Stockwell, Gretta Palmer, LeRoy Plumley.
Oklahoma City Oklahoman & Times—Walter W. Mills, Harold Mueller.
Perry Journal—Sam Schweiger.
Sayre Headlight Journal—O. M. Marsh.
Shawnee News & Star—Gordon Martin, Howard Flieger.
Tulsa World—Otis Lorton.
Vinita Journal—Roy Harding & Neal H. Pate.

### OREGON

Corvallis Gazette Times—M. K. Myers, Burton S. Hutton.
Marshfield Coos Bay Times—Sheldon F. Sackett.
Medford Tribune—Art Perry.
Salem Oregon Statesman—R. J. Hendricks, Ralph C. Curtis, D. H. Talmadge.

### PENNSYLVANIA

Allentown Chronicle & News—William D. Reimert.
Beaver Times—Jack Malone.
Braddock News Herald—James Ball, Jr., Morton Frank, Fred Alger, Joan Pitzer, Vesta Hodder, Mary Wallace, Charles Kramer, Beau Raunde.
Bradford Era—John W. Nelson, Jr., David B. Rupley, Carl G. Milligan.
Chester Times—Dr. Henry C. Vedder.
Corry Journal—W. P. Lombard.
E. Stroudsburg Sun—J. H. Eagle.
Erie Times—John J. Mead, Jr., Hy Yaple.
Greenville Record Argus—John L. Morrison.
Harrisburg Telegraph—A. H. Stackpole.
Johnstown Democrat—H. F. Price, S. Spiegel, W. W. Bailey.
Lancaster New Era—Leon L. Klaus, Geo. W. Kirchner, Malton, Phillips.
Lansford Record—W. D. Watkins, Russel Thomas.
Lewistown Sentinel—Meredith Meyers, Ben Meyers.
Philadelphia Public Ledger—Jay House, Don Rose, Sarah D. Lowrie.
Pittsburgh Post Gazette—Charles F. Danver.
Pittsburgh Press—Florence Fisher Parry.
Pottstown Mercury—Don Rigg.
Reading Times—Elmer Pickney.
Scranton Scrantonian—Alex Thompson.
Tarentum Valley News—Lem Schwartz.
Upper Darby Chronicle—Gordon Mackay, Jean Shiley.
Wilkes Barre Times Leader—Victor Burr, Col. Ernest G. Smith.
York Gazette & Dailey—Chauncey T. Kling.

### RHODE ISLAND

Providence Bulletin—Earl Clauson.
Providence Journal—B. K Hart.
Providence Journal & Bulletin—J. E. Clauson, B. K. Hart, Carroll Brown, Miss C. Hazard, Joe McGlone.
Woonsocket Call—A. H. Crowell, Henry S. Point.

### SOUTH DAKOTA

Aberdeen American News—Patten.
Pierre Capital Journal—James B. Hipple.
Sioux Falls Argus & Leader—Gobe Coffrey.
Yankton Press & Dakotan—James H. Jordan.

### TENNESSEE

Chattanooga Times—Sidney Shalett.
Clarksville Leaf Chronicle—Ted Nothington.
Columbia Herald—W. D. Hastings, R. M. Jenrette, H. W. Maxwell.
Elizabethton Star—Don Calfee.
Knoxville Journal—Bones Barier, Sam Adkins.
Knoxville News Sentinel—L. W. Miller, Lucy Templeton, Bert Vincent, Bob Wilson.
Memphis Press Scimitar—Eldon Roark, James Joyce, Mary Raymond.
Trenton Bulletin—Mrs. Sudie Pyatt Miller.

### TEXAS

Amarillo Globe & News—Old Tack.
Bing Spring Herald—Tom Beasley.
Corpus Christi Caller Times—Victor O. Cook, Jerry d'Unger.
Dallas Dispatch—Edmond Barr, Ben Hill.
Denton Record Chronicle—H. F. Browder.
Eagle Pass Guide—Cal Huffman.
Eastland Telegram—E. Hinrichs.
El Paso Herald Post—H. A. Michael.
Fort Worth Press—Roscoe Fleming, C. E. Douglas, Jack Gordon, H. H. Boone, Tracy, Pegler, Broun, Mrs. Walter Ferguson.
Galveston News Tribune—Silas B. Ragsdale, G. A. Seel.
Harlingen Valley Star—Leslie A. Boone.
Henderson News—Gus Coleman, Johnnie Bowman.
Hillsboro Mirror—J. Ward Edwards, Joe Fields Merrow.
Houston Post—Judd M. Lewis, Boyd W. Gatewood.
Kaufman Herald—James Brown, Robert Callan, Jack Callan, Archie Blanton.
Lubbock Avalanche & Journal—Chas. A. Guy, Mrs. Blanche Wilson.
Palestine Herald—H. V. Hamilton, Franklin Bradford.
Paris News—W. N. Dub Furey, A. W. Neville.
San Angelo Standard Times—Sam Ashburn.
San Marcos News—Hugh Williamson, L. A. Cooper.
Sulphur Springs News Telegram—J. W. Gandy, J. H. Davis, G. W. Maddox.
Wichita Falls Times & Record News—John Gould.
Yoakum Herald—DeWitt A. Poth, H. D. Meister.

### UTAH

Ogden Standard Examiner—Frank Francis.
Salt Lake City Tribune Telegram—Hamilton, G. Park, Frank Hunt.

### VERMONT

Bennington Banner—Leonard Morrison.

### VIRGINIA

Covington Virginian—William Bailey & Martin Goodman.
Danville Register & Bee—H. B. Trundle.
Richmond Times Dispatch—Thomas Lomax Hunter.

### WASHINGTON

Centralia Chronicle—David James.
Ellensburg Record—V. Cunningham.
Kelso Tribune—D. F. McKenna.
Longview News—D. M. Simonsen.
Olympia Olympian—H. M. Lane.
Seattle Journal of Commerce—Wm. Granberg.
Seattle Star—J. R. Justice, A. J. Shannon.
Spokane Press—Harold Parr, Sidney Copeland.
Tacoma News Tribune—Robt. Hellman, Jr.
Walla Walla Bulletin—Al McVay.

### WEST VIRGINIA

Beckley Post Herald & Register—Harold M. Riffe.
Charleston Gazette—Joe Savage, Harry L. Flournoy.
Clarksburg Exponent Telegram—Ray W. Garvin, Russell Bauer.
Martinsburg Journal—Sam Millison, W. L. Mengert.
Parkersburg Sentinel—Marie Byer O'Brien, Mary Early, W. L. Mengert, Charles Brooks Smith.
Point Pleasant Register—W. Cleveland Bowie, O. O. McIntyre, W. L. Mengert, Anita I. Hite.

### WISCONSIN

Appleton Post Crescent—John P. Ash.
Beloit News—Minnie McIntyre Wallace.
Fond du Lac Wisconsin Commonwealth Reporter—Don Hood.
La Crosse Tribune & Leader Press—Bob Dunn, Alfred E. Rice.
Madison Capital Times—Ernest F. Meyer, Henry Casserly, Mary York.
Madison Wisconsin State Journal—Betty Cass, Roundy Coughlin.
Marinette Eagle Star—Belle C. Noyes.
Marshfield News Herald—E. W. Heller.
Merrill Herald—Jerry Juneau, Harold E. Miner.
Milwaukee Journal—R. S. Davis.
Racine Journal Times—Tex Reynolds.
Rhinelander News—Jack Cory.
Sheboygan Press—Walter J. Pfister.
Waukesha Freeman—Gilbert Koenig.

## CANADA

### ALBERTA

Edmonton Journal—J. Dixon Craig.

### BRITISH COLUMBIA

Nanaimo Free Press—W. McKenzie.
Nelson News—J. B. Curran.
Vancouver Sun—Bob Bouchette, Andy Lytle, Mamie Moloney.

### MANITOBA

Winnipeg Free Press—H. M. Moore.
Winnipeg Tribune—V. V. Murray.

### ONTARIO

Belleville Ontario Intelligencer—K. J. Colling, C. D. Tice, A. Johnson, Geo. Gorman, Jim Donohue.
Niagara Falls Review—W. Bruce Leslie, Wm. Gaynon.
Ottawa Citizen—E. W. Harrold.
Ottawa Journal—R. B. Farrell.
St. Catharines Standard—H. L. Walsh.
Sarnia Canadian Observer—W. G. Hale.
Torono Mail & Empire—J. V. McAree.
Toronto Telegram—Newton Kendall, Ted Reeve.
Windsor Border Cities Star—R. M. Harrison, W. L. Clark, H. M. Morden, Vern DeGeer.

### QUEBEC

Montreal Herald—E. W. Fergusson, E. H. Crown, Miss I. Hamilton, G. D. Laurence, Leon Edel.
Quebec L'Action Catholique—Dr. Philippe Roy, Alfred Hardy, Thomas Perron, Isidore Carrier.

### SASKATCHEWAN

Saskatoon Star Phoenix—Oliver L'Ami.

(Continued on page 192)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page* 191)

### CARTOONISTS

#### ALABAMA
Birmingham News & Age Herald—Hubert N. Harper.
Mobile Press Register—Paul Plaschke.
Montgomery Advertiser—Frank M. Spangler.

#### ARIZONA
Phoenix Republic & Gazette—Reg Manning.

#### CALIFORNIA
Eureka Humboldt Standard—Laurence Beall.
Fresno Bee—Arthur Buel.
Long Beach Press Telegram—Lorrie Smith.
Los Angeles Herald & Express—Willard Mullin, Wyn Barden.
Los Angeles Times—E. W. Gale, Bruce Russell.
Oakland Post Enquirer—John Walbridge.
Oakland Tribune—Frank Kettlewell.
Pasadena Star News & Post—D. W. Finley.
Sacramento Bee—A. V. Buel.
San Diego Sun——Scripps-Howard Newspapers.
San Diego Union & Tribune—Fred Wilson.
San Francisco Call Bulletin—James C. Hatlo.
San Francisco Chronicle—John C. Argens.
San Francisco News—Douglas Rodger.
Stockton Record—Ralph O. Yardley.

#### COLORADO
Denver Rocky Mountain News—James Lynch, Charlie Wunder.

#### CONNECTICUT
Bridgeport Herald—Harry Neigher.
Hartford Times—Johnny Anderson.
Waterbury Republican & American—C. L. Mortison.

#### DELAWARE
Wilmington Delmarva Star—C. W. Wright.

#### DISTRICT OF COLUMBIA
Washington News—Harold Talburt.
Washington Post—Eugene Elderman, John E. Pierotti.
Washington Star—Clifford K. Berryman.

#### FLORIDA
Miami Herald—George Mangos.
Miami News—O. F. McIntyre.
Tampa Times—Don McIntosh.
Tampa Tribune—Geo. R. White.

#### GEORGIA
Atlanta Journal—Alfred Brewerton, Grant Allen.
Columbus Ledger Enquirer—F. G. Storey.

#### HAWAII
Honolulu Nippu Jiji—A. Furukawa.
Honolulu Star Bulletin—Nash Witten.

#### ILLINOIS
Chicago News—Vaughn Shoemaker.
Chicago Times—George M. Lichtenstein.
Chicago Tribune—John T. McCutcheon, Carey Orr, Gaar Williams, Martin Branner, Carl Ed, Frank King, Frank Willard, Walter Berndt, Sidney Smith, Harold Gray, Chester Gould.
Evanston News Index—Dan Dowling.
Lincoln Courier—N.E.A. Service.
Marion Republican—William Forker.
Peoria Journal Transcript—Walter Zeigler.
Peoria Star—Wm. Stevenson.

#### INDIANA
Fort Wayne News Sentinel—Harry Lavimer.
Huntington Herald Press Cloyce Nichols.
Indianapolis News—Charles Kuhn.
Indianapolis Star—C. B. Jackson.
Indianapolis Times—R. O. Berg.
South Bend Tribune—Gorgill.
Warsaw Times—J. J. Runyan.

#### IOWA
Des Moines Register & Tribune—J. N. Darling, H. I. Carlisle.
Sioux City Tribune—Roy B. Justus.

#### KANSAS
Topeka State Journal—Carl P. Bolmar.
Wichita Beacon—Gundell Goldansky.

#### KENTUCKY
Louisville Courier-Journal—Grover Page.
Louisville Times—Paul Plaschke.

#### LOUISIANA
New Orleans Item Tribune—John Chase.

#### MAINE
Portland Express, Press Herald & Telegram—Frank R. Landers.

#### MASSACHUSETTS
Boston Christian Science Monitor—Paul R. Carmack, Dwight Sturgis.
Boston Post—Wm. Norman Ritchie.
Boston Transcript—Joseph Cowan.
Fall River Herald News—Walter W. Coolidge.
Lowell Sun—Wm. F. Birchall.
Salem Tribune—George O. Page.
Springfield Union—Reginald V. Tribe.
Worcester Post—Val Berthiaume.

#### MICHIGAN
Albion Recorder—Cen. Press.
Cheboygan Tribune—Frank Riggs.
Detroit News—Burt R. Thomas.

#### MINNESOTA
Minneapolis Star—Thomas Foley.
St. Cloud Times Journal—Associated Press.
Willmar Tribune—Eben E. Lawson.

#### MISSOURI
Boonville Republican-Sun—E. J. Melton.
Kansas City Star—Silvey J. Ray.
St. Louis Star Times—Daniel Bishop.
Springfield News & Leader & Press—Charles Werner.

#### NEBRASKA
Lincoln Journal—Oz Black, Karl Kling.
Omaha Bee News—Mike Parks.
Omaha World Herald—Guy R. Spencer.

#### NEW JERSEY
Atlantic City Press Union—James Foe.
Camden Post & Courier—William Gibson.
Newark Call—Doug McKay.
Newark Ledger—Ellsworth Morris.
Newark News—Howard B. Freeman, Lute Pease.
Union City Hudson Dispatch—Kay (John Karaffa) Lud (Lud Shabazian).

#### NEW YORK
Albany Knickerbocker Press—John Clubb
Albany News—Jerry Costello.
Buffalo Courier Express—Frank Butler, W. J. Barney.
Buffalo Times—Tom McCoy.
Elmira Star Gazette & Advertiser—Eugene Zimmerman.
Middletown Times Herald—C. B. Seagears.
Brooklyn Eagle—John Cassel, Michael E. Brady.
Brooklyn Times Union—Sylvan Byck.
New York Herald Tribune—Jay N. Darling, H. T. Webster, Edward S. Brown.
New York Jewish Bulletin—Carl Rose & David Rose.
New York Jewish Forward—S. Zagat.
New York Mirror—C. R. Macauley, Lou Hanion, Fay King.
New York Post—Jerry Doyle.
New York Sun—Rafael.
New York Times—Edwin Marcus.
New York World Telegram—Rollin Kirby, Denys Wortman, Will B. Johnstone.
Jamaica, L. I. Press—Lee Benn.
Nyack Journal News—Harry S. Bressler.
Rochester Democrat & Chronicle—Elmer R. Messner.
Rochester Times Union—George T. Maxwell.
Syracuse Herald—Vic Lambdin, Fred Heyman.
Syracuse Post Standard—Edgar F. Schilder.
Utica Observer Dispatch—Louis A. Paige.

#### OHIO
Akron Times Press—Paton Edwards.
Cincinnati Enquirer—Harold Russell (Sport).
Cincinnati Post—Talburt—Kirby.
Cincinnati Times Star—Claude Shafer.
Cleveland News—William H. Summers, Don Palmer.
Columbus Citizen—Harry J. Keys.
Columbus Ohio State Journal—Harry J. Westerman.
Dayton Herald—Dick Hoese.
Dayton Journal—D. Hoese.
Dayton News—Odell Dean, Harold Shiggley.

#### OKLAHOMA
Oklahoma News—Talbert & Kirbey.
Oklahoma City Oklahoman & Times—L. P. Thompson, W. R. Loring.

#### OREGON
Portland Oregon Journal—Howard Fisher.
Portland News Telegram—Jack Winter.

#### PENNSYLVANIA
E. Stroudsburg Sun—J. H. Eagle.
Harrisburg Telegraph—Ray Snow.
Lancaster New Era—Leon L. Klaus.
Philadelphia Public Ledger—Hugh M. Hutton, Charles H. Sykes.
Philadelphia Record—Jerry Doyle.
Pittsburgh Post Gazette—Cy Hungerford.
Pittsburgh Press—Ralph Reichhold.
Scranton Scrantonian—Joseph Fadden.
Scranton Times—James B. Walsh.

#### RHODE ISLAND
Providence Journal & Bulletin—Paule Loring, Milton Halladay, Allan Halladay, James Henderson.
Providence Journal—Milton Halladay, James Henderson.

#### TENNESSEE
Chattanooga Times—Florence Mills.
Knoxville News Sentinel—Paul T. Fogarty.
Memphis Commercial Appeal—J. P. Alley.
Memphis Press Scimitar—Frank Miller.
Nashville Banner—John Cross.

#### TEXAS
Dallas News—John Knott.
El Paso Times—D. W. Reynolds.
Houston Press—Sidney Van Ulm, Francis Weller.
Sherman Democrat—Ted R. Bomar.

#### VIRGINIA
Richmond Times Dispatch—Fred O. Seibel.

#### WASHINGTON
Seattle Star—S. B. Groff.

#### WEST VIRGINIA
Charleston Gazette—Kendall Vintroux.

#### WISCONSIN
Milwaukee Journal—R. E. Lewis, E. V. Quist.
Sheboygan Press—Clarence Klessig.

### CANADA

#### BRITISH COLUMBIA
Vancouver Sun—Les Callan.

#### MANITOBA
Winnipeg Free Press—Arch Dale.

#### NOVA SCOTIA
Halifax Herald & Mail—D. McRitchie.

#### ONTARIO
Toronto Star—Sam Hunter.
Toronto Telegram—George Shields.

#### QUEBEC
Montreal Herald—G. D. Laurence.
Montreal La Patrie—M. Gagnon.
Montreal Star—A. G. Racey.

### FINANCIAL EDITORS

#### ALABAMA
Birmingham News & Age Herald—Charles A. Fell.
Birmingham Post—Frank Rising.
Huntsville Register—Roy E. O'Neal.
Mobile Press Register—Merlin Hanson.

#### ARIZONA
Phoenix Republic & Gazette—L. C. Leslie, C. G. Nuckolls.

#### CALIFORNIA
Berkeley Gazette—C. C. Watson.
Colton Courier—V. G. Hosfelt.
Grass Valley Union—R. G. Kinyon.
Long Beach Press Telegram—H. F. Burmester.
Los Angeles Illustrated News—J. W. Ward.
Los Angeles Herald & Express—J. K. Baillee.
Los Angeles Times—Earle Crowe.
Montrose Crescenta Valley Herald—E. L. Sanders.
Oakland Post Enquirer—C. N. Alexander.
Oakland Tribune—L. D. Clark.
Pasadena Star News & Post—C. W. Finney.
Sacramento Union—K. R. Hammaker.
San Diego Sun—Paul Fox.
San Diego Union & Tribune—Jess Dillon, Frank Graham.
San Francisco Chronicle—Paul C. Smith.
San Francisco News—J. S. Piper.
Santa Cruz News—Leon Rowland.
Stockton Record—A. E. Eetes.
Woodland Democrat—Ed. I. Leake.

#### COLORADO
Canon City Record—Guy U. Hardy.
Denver Rocky Mountain News—Harry Walker.
Lamar Sparks—Kenneth Welch.
Lamar News—Fred M. Betz.
Trinidad Chronicle News—J. G. Wheeler.

#### CONNECTICUT
Bridgeport Times Star—Edward Maum.
Hartford Courant—A. E. Magnell.
Hartford Times—Cedric W. Foster.
New Haven Register—S. J. Palaski.
Torrington Register—Matthew W. Beary.
Waterbury Republic & American—Lyall Hill.

#### DELAWARE
Wilmington Journal—Clement B. Hallam.
Wilmington News—Charles E. Gray.

#### DISTRICT OF COLUMBIA
Washington Post—Wm. A. Kennedy.
Washington Star—E. C. Stone.

#### FLORIDA
Fort Myers News-Press—Blaine McGrath.
Jacksonville Journal—Charley Baker.
Miami Herald—Errett I. Wilson.
Tampa Times—A. J. Angle.
Tampa Tribune—F. N Gil.
West Palm Beach Times—V. L. Smith.

#### GEORGIA
Atlanta Georgian—J. W. Bartow.
Atlanta Journal—Jett Henson.
Macon News—George W. Griffin.
Macon Telegraph—Jack Kassiwitz.
Savannah News—G. H. Lindsey.

#### HAWAII
Honolulu Advertiser—Jared G. Smith.
Honolulu Nippu Jiji—Z. Kawazoe.
Honolulu Star Bulletin—Howard D. Case.

#### IDAHO
Boise Capital News—Therman Evans.
Pocatello Tribune—John Chandler.

#### ILLINOIS
Belleville News-Democrat—Bert Tassler.
Bloomington Pantagraph—Maxwell E. H. Pyle.
Chicago American—Robt. P. Vanderpoel.
Chicago Herald & Examiner—Otto M. Smucker.
Chicago Journal of Commerce—Wm. H. Bromage.
Chicago News—Royal F. Munger.
Chicago Times—Raymond W. Hinze.
Chicago Tribune—Howard Wood.
Joliet Herald News—Harold Carey.
Monmouth Review Atlas—V. L. Moffet.
Peoria Star—Jas. McCormick.
Quincy Herald Whig—Arthur Higgins.
Rockford Journal—John Pontius.
Rock Island Argus—Julian W. Ramsey.
Springfield Illinois State Journal—Geo. W. Marney.
Waukegan News Sun—George Crawford.

#### INDIANA
Attica Ledger-Tribune—James D. Allen.
Brazil Times & News—Ralph H. Plumb.
Connersville News Examiner—G. S. Talman.
Evansville Press—Conwell Grayson.
Indianapolis News—Henry O'Brien.
Indianapolis Star—John H. Henley.
Indianapolis Times—Robert Thopy.
La Porte Herald Argus—Cy Parker.
South Bend Tribune—Joseph A. Alvin.
Sullivan Times—Joe Adams.

#### IOWA
Atlantic News Telegraph—E. P. Chase.
Creston News Advertiser—F. C. Travers.
Des Moines Register & Tribune—Leonard McGuire.
Keokuk Gate City—Dale E. Carrell.
Shenandoah Sentinel—R. K. Tindall.

#### KANSAS
Independence Reporter—H. E. Floyd.
Kansas City Kansan—E. A. Bailey.
Topeka State Journal—E. B. Chapman.
Wichita Beacon—Robt. Richards.

#### KENTUCKY
Lexington Herald—Herman Phelps.
Louisville Courier-Journal—Charles Reinhart.
Louisville Herald Post—B. W. Gratzer.
Louisville Times—Russel Jackson.

#### LOUISIANA
New Orleans Item Tribune—Theadore Liuzzo.

#### MAINE
Portland Express—Press Herald & Telegram—Harold J. Boyle.

#### MARYLAND
Baltimore Post—Earl C. Deland.
Cumberland News—J. B. T. Jenkins.
Financial Editor.

#### MASSACHUSETTS
Boston American & Advertiser—Frank H. Maloon.
Boston Christian Science Monitor—H. B. Elliston.
Boston Post—Bernard J. Hughes.
Boston Transcript—Laurance A. Morse.
Fall River Herald News—Henry W. Degnan.
Gardner News—Joseph K. Colton.
Lowell Sun—C. D. Harrington.
Medford Mercury—L. M. O'Brien.
Springfield Union—Edward W. Penfield.
Worcester Post—Thomas O'Sullivan.

#### MICHIGAN
Battle Creek Moon Journal—Walter L. Browne.
Detroit Free Press—J. D. M. White.
Detroit News—George B. Hassett.
Flint Journal—Walter Smith.
Grand Rapids Press—D. L. Runnells.
Hancock Copper Journal—M. M. Ley.
Lansing State Journal—Jos. H. Creighton.

#### MINNESOTA
Hibbing Tribune—R. W. Hitchcock.
Minneapolis Star—James Sutherland.
Minneapolis Tribune—Jack Cleland.
Owatonna People's Press—Geo. F. Darby.
St. Paul News—Ed. Roney.
Willmar Tribune—Eben E. Lawson.

#### MISSOURI
Boonville News—E. J. Lawrence.
Kansas City Journal Post—D. D. Downing.
Kansas City Star—David B. Park.
Monett Times—Bertha L. Jeffries.
St. Joseph News Press & Gazette—A. P. Marlin.
St. Louis Globe Democrat—W. A. Happ.
St. Louis Star Times—O. A. Fellhauer.
Springfield News & Leader—Clifford Farmer.

#### MONTANA
Livingston Enterprise—Keith Botterud.

#### NEBRASKA
Lincoln Star—E. E. Wolfe.
Omaha Bee News—D. H. Powers.
Omaha World Herald—J. L. Belding.

#### NEVADA
Reno Nevada State Journal—Lyman Clark.

#### NEW JERSEY
Camden Post & Courier—Paul Webb.
Jersey City Journal—C. J. Ingram.
Newark Call—R. B. Stalter.
Newark News—Francis W. Daire.
Newark Star Eagle—William J. Nolle.

#### NEW YORK
Albany Knickerbocker Press—Arthur J. Littlejohn.
Buffalo Courier Express—Leonard Feldman.
Buffalo Times—P. D. Fahnestock.
Canandaigua Messenger—Gilbert Brewer.
Freeport Hempstead Nassau Review—William H. Kniffin.
Lynbrook Nassau Star—William H. Kniffin.
Middletown Times Herald—H. A. MacGowan.
Brooklyn Eagle—Edward Ruhfel.
Brooklyn Times Union—Herman Ruff.
New York American—Julius G. Berens.
New York Herald Tribune—Norman C. Stabler.
New York Journal of Commerce—Jules I. Bogen.
New York Mirror—Paul Williams.
New York Post—R. P. J. Denver.
New York Sun—Carlton A. Shively.
New York Times—Alexander D. Noyes, John G. Forrest.
New York World Telegram—Ralph Hendershot.
Niagara Falls Gazette—J. A. Tait.
N. Tonawanda News—E. H. Hewitt, Jr.
Oneonta Star—H. W. Lee.
Oswego Palladium Times—C. T. Leighton.
Poughkeepsie Eagle News—Ernest L. Owen.
Poughkeepsie Star & Enterprise—Ernest L. Owen.
Rochester Democrat & Chronicle—Earl Sandmeyer.
Rochester Times Union—Earl Sandmeyer.
Syracuse Herald—Thomas A. Power.
Syracuse Post Standard—William H. Tuckley.
Utica Observer Dispatch—Harold A. Semple.
Utica Press—Horatis Jenkins.
White Plains Reporter—W. V. Hogan.

(*Continued on Page* 193)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page* 192)

**Financial Editors—(Continued)**

### NORTH CAROLINA

New Bern Sun Journal—T. M. Diggs.
Raleigh News & Observer—Neil Hester.
Wilson Times—Jolin D. Gold.

### OHIO

Athens Messenger—G. K. Bush.
Cincinnati Enquirer—Dwight L. Bicknell.
Cincinnati Post—Walter Raditke.
Cincinnati Times Star—Bernard Boer.
Cleveland News—Fred F. Duncan.
Cleveland Press—John Markham.
Columbus Citizen—J. Chas. Baxter.
Columbus Ohio State Journal—Marshall Hall.
Dayton News—Lawton Bolander.
Dayton Herald—Amherst Eaton.
Dayton Journal—A. Eaton.
Fostoria Times—Albert S. Bryan.
Galion Inquirer—W. V. Goshorn.
Mansfield News Journal—Joseph Kuebler.
Middletown Journal—Glen Hansel.
Mount Vernon Republican News—Fred Lorey.
Pomeroy Tribune & Telegraph—C. A. Schaefer.
Toledo Blade—Howard Youngs.
Toledo News Bee—Ernest Jones.
Toledo Times Pub. Co.—Blake Gearhart.

### OKLAHOMA

Oklahoma News—Jack Bailey.
Oklahoma City Oklahoman & Times—George Coffelt.
Tulsa World—Clyde Poole.

### OREGON

Portland News Telegram—Mel Arnold.
Portland Oregon Journal—Hyman Cohen.

### PENNSYLVANIA

Braddock News Herald—Morton Frank.
Bradford Era—David B. Rupley.
Chester Times—Edwin W. Hilgert.
Erie Times—Frank Mead.
Harrisburg Telegraph—B. C. Welker.
Johnstown Democrat—H. G. Andrews.
Oil City Derrick—R. C. Conine.
Philadelphia Financial Journal—Herbert W. Bartlett.
Philadelphia Ledger—Owen A. Conner.
Pittsburgh Post Gazette—Arthur Friedman.
Pittsburgh Press—J. F. Beaman.
Punxsutawney Spirit—S. S. Smith.
Scranton Scrantonian—Herman Bassoff.
Wilkes Barre Times Leader—William Dougherty.

### RHODE ISLAND

Pawtucket Times—Francis Dwyre.
Providence Journal—T. F. Tilton.
Providence Journal & Bulletin—T. F. Tilton.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.

### SOUTH DAKOTA

Aberdeen American News—D. Westerwelt.

### TENNESSEE

Athens Post Athenian—Fred E. Wankan.
Chattanooga News—Frederick Schneider.
Chattanooga Times—Travis Hedrick.
Knoxville Journal—Albert Armitage.
Memphis Commercial Appeal—Geo. Williamson.
Memphis Press Scimitar—Earl Plowman.
Nashville Banner—R. A. Wilson.

### TEXAS

Amarillo Globe & News—N. D. Bartlett.
Dallas Dispatch—Alfred O. Anderson.
Dallas News—John E. King.
Dallas Times Herald—John A. Webb.
El Paso Times—Chas. P. Miller
Fort Worth Star Telegram—Upshur Veincent.
Hillsboro Mirror—J. C. Butts.
Houston Post—F. A. Shepard.
Houston Press—Margaret Davis.
Kaufman Herald—J. Callan.
Palestine Herald—W. M. Hamilton.
Paris News—Murrell P. Adams.
Tyler Courier Times Telegraph—M. T. Lemons.
Wichita Falls Times & Record News—Jas. S. Maxwell.
Yoakum Herald—H. D. Meister.

### UTAH

Ogden Standard Examiner—D. J. Greenwell.
Salt Lake City Deseret News—Harold Bowman.
Salt Lake City Tribune Telegram—Joel L. Priest, Jr.

### VERMONT

Bennington Banner—Frank E. Howe.

### VIRGINIA

Richmond News Leader—Earle Lutz.
Richmond Times Dispatch—L. S. Cottrell.

### WASHINGTON

Aberdeen World—Harold Olson.
Ellensburg Record—Ralph Jones.
Seattle Times—Paul Lovering.
Spokane Press—R. Emahiser.
Tacoma News Tribune—B. W. Brintnall.
Walla Walla Bulletin—H. S. Mitchell.

### WEST VIRGINIA

Charleston Gazette—L. W. Mosby.
Clarksburg Exponent Telegram—W. L. Geppert, H. G. Rhawn.
Parkersburg News—Herbert Adams.
Parkersburg Sentinel—John W. Editor.
Point Pleasant Register—W. Cleveland Bowie.

### WISCONSIN

Madison Capital Times—H. D. Sage.
Merrill Herald—Carla Foster.
Milwaukee Journal—Gustav Pabst.
Milwaukee Leader—Charles W. Taylor.
Racine Journal Times—F. Lorell.

## CANADA

### ALBERTA

Calgary Herald—F. Gibbons.
Edmonton Journal—A. W. McIntyre.

### BRITISH COLUMBIA

Vaucouver Sun—A. J. Smith.

### MANITOBA

Winnipeg Free Press—F. H. Avery.
Winnipeg Tribune—Allan Bill.

### NOVA SCOTIA

Halifax Herald & Mail—F. W. Doyle.

### ONTARIO

Hamilton Herald—H. B. Gilbert.
Niagara Falls Review—J. M. Cowan.
Sarnia Canadian Observer—O. N. Wilson.
Toronto Mail & Empire—Guy E. Morton.
Toronto Star—Arthur D. O'Halloran.
Toronto Telegram—R. P. Webber.
Windsor Border Cities Star—Howard Pray.

### QUEBEC

Montreal Gazette—S. Shane.
Montreal Herald—A. A. Chesterfield.
Montreal La Patrie—M. Clement.
Montreal le Devoir—Cl. Hogue.
Montreal Star—A. W. Blue.
Quebec L'Action Catholique—Gerard Picard.
Quebec L'Evenement—M. Turgeon.
Sherbrooke La Tribune—Aurete Goyer.

### SASKATCHEWAN

Saskatoon Star Phoenix—R. Moore.

## RADIO EDITORS

### ALABAMA

Birmingham News & Age Herald—A. W. Smith.
Birmingham Post—Irving Beiman.
Huntsville Register—Mrs. Kate Lowry.
Mobile Press Register—Bessie Wilson.

### ARIZONA

Phoenix Republic & Gazette—Henry Fuller, L. B. Sutcliffe.
Yuma Sun—A. F. Post.

### CALIFORNIA

Berkeley Gazette—Howard Sipes.
Burlingame Advance-Star—Ernest Rapley.
Hollywood Citizens News—Zuma Palmer.
Lodi News—D. B. Rinfret.
Long Beach Press Telegram—Roy Hilton.
Los Angeles Herald & Express—Eugene Inge
Los Angeles Illustrated News—Kenneth Frogley.
Los Angeles Times—Carroll Nye.
Oakland Post-Enquirer—J. E. Doyle.
Oakland Tribune—Jack Burroughs.
San Diego Sun—Frank Haven.
Sacramento Union—Ed Dolder.
San Diego Union & Tribune—Florence Loba.
San Francisco Call Bulletin—Luther Meyer.
San Francisco Chronicle—James Adam.
San Jose News—C. Robert Payne.
Santa Monica Outlook—Homes Canfield.
Stockton Independent—John Bogle.
Stockton Record—Lona Cassidy.

### COLORADO

Denver Rocky Mountain News—Alberta Pike.
Lamar News—Irene Behl.

### CONNECTICUT

Bridgeport Herald—Leo Miller.
Bridgeport Times Star—Rockwell Clark.
Hartford Courant—Don Smith.
Hartford Times—Gladys Tracy.
Meriden Record—T. H. Warnock.
New Britain Herald—Kenneth J. Saunders.
So. Norwalk Sentinel—Roger Douleus.

### DELAWARE

Wilmington Journal—Charles L. Reese, Jr.
Wilmington News—Chas. F. Cunningham.

### DISTRICT OF COLUMBIA

Washington News—Richard Tenelly.
Washington Post—Robert T. DeVore.

### FLORIDA

Daytona Beach News Journal—Liliane R. Davidson.
Fort Myers News-Press—Ronald Halgrim.
Tampa Times—L. S. Mitchell.

### GEORGIA

Atlanta Georgian—J. H. Stevens.
Atlanta Journal—Ernest Rogers.
Griffin News—F. L. Curry.

### HAWAII

Honolulu Advertiser—Alice Blue.
Honolulu Nippu Jiji—S. Nakamura.
Honolulu Star-Bulletin—Paul Findeisen.

### IDAHO

Lewiston Tribune—Claude Wood.

### ILLINOIS

Belleville News-Democrat—Richard P. Kern.
Belvidere Republican—F. E. Loomis.
Chicago American—Wm. J. Clark.
Chicago Herald & Examiner—Ulmer G. Turner.
Chicago News—Charles J. Gilchrest.
Chicago Times—Oscar N. Taylor.
Chicago Tribune—Larry Wolters.
Freeport Journal Standard—Grace L. Barnett.
Monmouth Review Atlas—H. R. Moffet.
Peoria Journal-Transcript—H. H. Claus.
Peoria Star—F. R. Oakley.
Rockford Journal—John H. Pontius.
Rock Island Argus—Harriet Stafford.
Springfield Illinois State Journal—Howard F. Pope.
Waukegan News-Sun—Eino J. Macklin.

### INDIANA

Brazil Times & News—Ralph H. Plumb.
Evansville Press—C. C. Brooks.
Fort Wayne Journal-Gazette—Chester Brouwer.
Indianapolis News—Harry J. Daniels.
Indianapolis Star—C. L. Kern.
Indianapolis Times—Robert Thopy.
Kokomo Tribune—Donald F. Hall.
La Porte Herald Argus—Cy Parker.
South Bend Tribune—H. C. Warren.
Sullivan Times—Joe Adams.
Vincennes Sun-Commercial—A. R. Cochran.

### IOWA

Boone News-Republican—Kenneth S. Goodrich.
Dubuque Catholic Tribune—Carl Ochs.
Sioux City Tribune—Horace F. Wulf.

### KANSAS

Coffeyville Journal—Melvin Drake.
Emporia Gazette—Roger Triplett.
Topeka Capital—E. D. Kielman.
Topeka State Journal—Frank K. Tiffany.
Wichita Beacon—S. A. Coleman.
Winfield Courier—Miss Ruby Boory.

### KENTUCKY

Louisville Courier-Journal—Castner Browder.
Louisville Herald-Post—Mary Theobald.
Louisville Times—Dan Thompson.

### MARYLAND

Baltimore Post—George Browning.
Cumberland News—W. H. Jenkins.

### MASSACHUSETTS

Arlington News—Donald Booth.
Boston American & Advertiser—N. F. Thompson.
Boston Christian Science Monitor—Albert D. Hughes.
Boston Post—Howard W. Fitzpatrick.
Boston Record—Steve Fitzgibbon.
Boston Transcript—Fred W. Hobbs.
Everett News—Joseph Nevins.
Fall River Herald News—Alban A. Dube.
Gardner News—Joseph K. Colton.
Holyoke Transcript Telegram—Michael F. O'Connor.
Lowell Courier-Citizen & Leader—J. Roberta Mountford.
Lowell Sun—Frank Carey.
Medford Mercury—John Quinn.
Springfield Union—Henry P. Lewis.
Worcester Post—G. Arthur Swift.

### MICHIGAN

Adrian Telegram—Fred L. Olmsted.
Battle Creek Moon Journal—Walter L. Browne.
Benton Harbor News-Palladium—Frank Radde.
Detroit Free Press—Len G. Shaw.
Detroit News—Herschell Hart.
Flint Journal—Ralph Byers.
Grand Rapids Herald—W. B. McClaran.
Grand Rapids Press—Lee M. Woodruff.
Lansing State Journal—Gerald G. Granger.

### MINNESOTA

Owatonna People's Press—Geo. F. Darby.
St. Paul News—Paul Presbrey.
Willmar Tribune—Anton Okerman.

### MISSOURI

Boonville Republican-Sun—Pauline Hollomon.
Kansas City Journal Post—John Cameron Swayze.
Kansas City Star—H. Dean Fitzer.
Poplar Bluff American Republican—A. L. Wallhausen.
St. Louis Globe-Democrat—Harry E. LaMertha.
St. Louis Star Times—William M. Gibson.

### MONTANA

Livingston Enterprise—Keith Botterud.

### NEBRASKA

Falls City Journal—Halcyon Burchard.
Lincoln Star—William Lawrence.
Omaha Bee News—Bill Wiseman.
Omaha World Herald—E. W. Edwardson.

### NEW JERSEY

Atlantic City Press Union—Howard Diamon.
Camden Post & Courier—Martin A. Gosch.
Jersey City Journal—C. J. Ingram.
Newark Call—Alfred E. Sonn.
Newark Ledger—William Maxwell.
Newark News—Hubert R. Ede.
Newark Star Eagle—Miss Dorothy Haas.
New Brunswick Home News & Times—William Baltin.
Passaic Herald News—Lee Starke.
Paterson Call—John J. Sweeney.
Trenton State Gazette & Times Advertiser—W. J. C. Egan.
Union City Hudson Dispatch — Albert Boyle.

### NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—William H. Haskell.
Buffalo Courier Express—George Oliver.
Buffalo Times—Rod Reed.
Elmira Star Gazette & Advertiser—Robt. Bush.
Middletown Times Herald—R. Dulye.
Brooklyn Advocate—Irvin Greb.
Brooklyn Eagle—Jo Ranson.
Brooklyn Times Union—Tim Marks.
New York American—Louis Reid.
New York Herald Tribune—Everett Walker.
New York Jewish Forward—J. P. Katz.
New York Mirror—Nick Kenny.
New York Post—Marc Stein.
New York Sun—E. L. Bragdon.
New York Times—Orrin E. Dunlap, Jr.
New York World Telegram—Alton Cook.
Jamaica Long Island Press—Harry Seldon.
North Tonawanda News—J. H. Tillitson.
Nyack Journal News—Albert R. Perkins.
Oswego Palladium Times—J. M. Hurley.
Poughkeepsie Eagle News—James F. Kieley.
Poughkeepsie Star & Enterprise—Joseph W. Emsley.
Rochester Democrat & Chronicle—Norman S. Easterbrook.
Rochester Times Union—A. J. Sigl.
Rome Sentinel—W. C. Stone.
Schenectady Union Star—Clifford H. Bradt.
Syracuse Herald—Robert M. Hofmann.
Troy Times—John E. McKeon.
Utica Observer Dispatch—Wm. J. McGurty.
Utica Press—Mrs. Katrina Judson.
Yonkers Record—Thomas F. Kelly.

### NORTH CAROLINA

New Bern Tribune—N. G. Gooding.
Wilson Times—John D. Gold.

### OHIO

Akron Times Press—William Egan.
Athens Messenger—T. E. Byrne.
Bowling Green Sentinel Tribune—Fred Beyerman.
Cincinnati Times Star—Frances Raine.
Cleveland News—Paul Buckey.
Cleveland Press—Norman Siegel.
Columbus Citizen—J. V. Skaats.
Columbus Ohio State Journal—Harold Carlisle.
Dayton News—Max Kohnap.
Dayton Herald—Chick Gay.
Delaware Gazette—Vance Bell.
East Liverpool Review—R. S. Elliott.
Fostoria Review—LaVerne J. Huth.
Fostoria Times—Jack B. Rowe.
Lorain Journal & Times Herald—M. Merryfield.
Mansfield News Journal—John Schroeder.
Mount Vernon Republican News—R. V. Hess.
Portsmouth Times—Edwin Schoenleb.
Toledo Blade—Ralph Phelps.
Toledo News Bee—Donald Pond.
Toledo Times—Ralph Phelps.
Wooster Record—E. H. Hamerstern.

### OKLAHOMA

Enid News & Eagle—Tom F. Campbell.
Hugo News—Ed. Harris.
Oklahoma City Oklahoman & Times—R. G. Miller.

### OREGON

Albany Democrat Herald—R. R. Cronise.
Portland News Telegram—Mel Arnold.
Portland Oregon Journal—Lawrence Gilbertson.

### PENNSYLVANIA

Allentown Chronicle & News—Nelson Weiser.
Ardmore Main Line Times—J. Doran Williams.
Braddock News Herald—James B. Ball, Jr.
Bradford Era—William E. Eysinger.
Erie Dispatch Herald—Paul Albracht.
Erie Times—Clare Swisher.
Hanover Sun—Edward H. Wallace.
Harrisburg Telegraph—B. C. Welker.
Lancaster New Era—H. B. Krone.
Norristown Times Herald—Gerald Dietz.
Oil City Derrick—Roy Brower.
Pittsburgh Post Gazette—Darrel Martin.
Pittsburgh Press—S. H. Steinhauser.
Pottstown Mercury—Raymond Skean.
Punxsutawney Spirit—S. Carlton.
Scranton Scrantonian—James Thompson.
Tarentum Valley News—H. H. Harrison.
Upper Darby Chronicle—J. Doran Williams.
Wilkes-Barre Times Leader—Joseph T. Murphy.
York Gazette & Daily—Marvin Garland.

### RHODE ISLAND

Pawtucket Times—Francis Dwyre.
Providence Journal—J. P. Hanley
Providence Journal & Bulletin—James P. Hanley.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—Charles F. Joyce.

### SOUTH DAKOTA

Sioux Falls Argus Leader—Harold Detlie.

### TENNESSEE

Knoxville Journal—Hugh Hoss.
Knoxville News Sentinel—Brooks Runyan.
Memphis Commercial Appeal—Jno. Cloghorn.
Memphis Press Scimitar—Ada Gilkey.
Nashville Banner—J. W. West, Jr.

### TEXAS

Amarillo Globe & News—Wess Izzard.
Dallas Dispatch—Edmond Barr.
Dallas News—Elmer Luter.
Dallas Times Herald—Douglas H. Hawley.
El Paso Times—Chas. P. Miller.
Fort Worth Star Telegram—Mark Burrowes.
Harlingen Valley Star—Jack Cowgill.
Houston Press—Al. Frederick.

### VERMONT

Bennington Banner—Paul C. Howe.

### VIRGINIA

Richmond News Leader—A. F. Hudgins.

### WASHINGTON

Centralia Chronicle—V. B. Noel.
Longview News—D. M. Simonsen.
Tacoma News Tribune—J. H. Green.
Vancouver Columbian—Patricia Ryan.

### WEST VIRGINIA

Charleston Gazette—John L. Hunt.
Point Pleasant Register—Anita I. Hite.
Wheeling Register—Edward Oliver.

### WISCONSIN

Janesville Gazette—Scott Weakley.
Madison Capital Times—Kenneth M. Schmitt.

(*Continued on page* 194)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 193*)

**Radio Editors—(Continued)**

Madison Wisconsin State Journal—W. L. Doudna.
Milwaukee Journal—Edgar Thompson.
Milwaukee Leader—Herbert H. Ryan.
Racine Journal Times—J. T. Griffith.

### WYOMING

Gillette Journal—Anna Utz.

## CANADA

### ALBERTA

Calgary Herald—Don Young.
Edmonton Journal—G. MacCallum.

### BRITISH COLUMBIA

Vancouver Sun—C. M. Delleux.

### MANITOBA

Winnipeg Free Press—J. C. McNeill.
Winnipeg Tribune—Dennis Brown.

### NOVA SCOTIA

Halifax Herald & Mail—L. L. Shatford.

### ONTARIO

Ottawa Citizen—Claude Hammerstron.
Ottawa Journal—C. E. de M. Taschereau.
St. Catharines Standard—C. J. Williams.
St. Thomas Times Journal—Herbert Ramsay.
Toronto Mail & Empire—Norman McLead.
Toronto Star—Frank Chamberlain.
Toronto Telegram—James Hunter.
Woodstock Sentinel Review—O. T. G. Martin.

### QUEBEC

Montreal Gazette—Louis Slattery.
Montreal Herald—E. H. Crown.
Montreal La Patrie—G. Benoit.
Montreal le Devoir—Alexis Gagnon, Alfred Ayotte.
Montreal Star—E. Gannon.
Quebec L'Action Catholique—T. Perron.
Quebec L'Evenement—P. Lavigueur.

### SASKATCHEWAN

Saskatoon Star Phoenix—Arthur Walls.

## MUSIC CRITICS

### ALABAMA

Birmingham News & Age Herald—J. F. Rothermel.
Huntsville Register—John Wallace.
Mobile Press Register—Frances R. Durham.
Selma Times Journal—Clara Callaway Seay.

### ARIZONA

Phoenix Republic & Gazette—Mrs. Billie Harshberger, Mrs. J. B. Penfold.

### ARKANSAS

Fayetteville Democrat—L. S. Read.
Little Rock Arkansas Gazette—Ruth Tucker.

### CALIFORNIA

Berkeley Gazette—Edna L. Andrews.
Colton Courier—V. G. Hosfelt.
Hollywood Citizen News—Richard Saunders.
Long Beach Press Telegram—Alice Maynard Griggs.
Los Angeles Herald & Express—Carl Bronson.
Los Angeles Times—Isabel Morse Jones.
Oakland Post-Enquirer—Paul Nathan.
Oakland Tribune—R. D. Scofield.
Palo Alto Times—Elinor V. Cogswell, Harold R. Stevens.
Redlands Facts—Miss Marian Walker.
Sacramento Bee—Mila Landis.
Sacramento Union—Margaret Whalley.
San Bernardino Sun & Telegram—Helyn Stewart.
San Diego Sun—Constance Hershoff.
San Diego Union & Tribune—Wallace Moody, Frances Imgrund.
San Francisco Call Bulletin—Marie Hicks Davidson.
San Francisco Chronicle—Alexander Fried.
San Francisco News—Marjorie Fischer.
San Jose News—Elita Huggins.
San Mateo Times & News Leader—Eula Howard Nunan.
Santa Cruz Sentinel—Mrs. Laura Rawson.
Stockton Record—Idamae Johnson
Woodland Democrat—Ed. I. Leake.

### COLORADO

Canon City Record—Janet Sterling.
Colorado Springs Telegraph & Gazette—Elizabeth Hylbom.
Denver Rocky Mountain News—Alberta Pike.

### CONNECTICUT

Bridgeport Times Star—Selma Frank.
Hartford Courant—T. H. Parker.
Hartford Times—Ralph M. Lowry.
Meriden Record—Julia Lansing Hull.
New Britain Herald—George Hohn.

### DELAWARE

Wilmington Delmarva Star — Richard Rinard.

### DISTRICT OF COLUMBIA

Washington News—Ruth Howell.
Washington Post—Ray C. B. Brown.
Washington Star—Mrs. Alice Eversman.

### FLORIDA

Daytona Beach News Journal—Liliane R. Davidson.
Fort Myers News-Press—Gladys Honton.
Jacksonville Journal—Mary Turck Hanscomb.
Miami News—Ben Prout.
Tampa Times—Charles Magruder.

### GEORGIA

Atlanta Georgian—Miss Helen Knox Spain.
Atlanta Journal—Mabelle Wall.
Griffin News—Geo. Coggins.
Macon News—Don Mitchell.
Macon Telegraph—Susan Myrick.

### HAWAII

Honolulu Advertiser—Edna B. Lawson.
Honolulu Nippu Jiji—S. Nakamura.
Honolulu Star-Bulletin—Dr. Clifford F. Gessler, Dorothy Hendricks, George D. Oakley.

### IDAHO

Lewiston Tribune—W. B. Morris.

### ILLINOIS

Belleville News-Democrat—E. A. Kern.
Bloomington Pantagraph—Miss Catherine Hoobler.
Chicago American—Herman Devries.
Chicago Herald & Examiner—Dr. Glenn Dillard Gunn.
Chicago News—Eugene Stinsen.
Chicago Tribune—Edward Moore.
Evanston News Index—Walter Allen Stults.
Freeport Journal Standard—Flora Guiteau.
Joliet Herald News—Mrs. Adele Fay Williams.
Monmouth Review Atlas—Prof. T. H. Hamilton.
Peoria Journal-Transcript—Wm. Donovan.
Peoria Star—Mrs. Martha Hulsebus.
Quincy Herald Whig—John Schoeneman.
Rockford Journal—Roma Lindstrom.
Rock Island Argus—Harriet Stafford.

### INDIANA

Connersville News Examiner—Ethylsa Lydy.
Evansville Press—Miss Harriet Jenner.
Fort Wayne Journal-Gazette—William M. Kellogg.
Indianapolis News—Walter Whitworth.
Indianapolis Star—C. J. Patrick.
Indianapolis Times—Walter D. Hickman.
LaPorte Herald Argus—Forbes Julian.
New Castle Courier Times—Scott Chambers.
South Bend News Times—Jay Walz.
South Bend Tribune—G. A. Maurer.
Sullivan Times—Joe Adams.

### IOWA

Cedar Rapids Gazette—Mad Daehler.
Creston News Advertiser—Charles Hayden.
Keokuk Gate City—Dale E. Carrell.
Ottumwa Courier—John Reynolds.
Sioux City Tribune—Albert Morgan.

### KANSAS

Emporia Gazette—Miss Clarice Hausam.
Lawrence Journal World—Dean D. M. Swarthout.
Topeka State Journal—T. G. Wear, Jr.
Wichita Beacon—Frances Fritzlen Ebright.

### KENTUCKY

Hopkinsville Kentucky New Era—Mrs. Jess Harton.
Lexington Leader—Chas. G. Dickerson.
Louisville Courier-Journal—Mrs. F. E. Crawford.
Louisville Herald-Post—Kirtley Scott.
Louisville Times—Mrs. Katherine Whipple Dobbs.
Owensboro Messenger Inquirer—Mr. Virginia Duncan.

### LOUISIANA

New Orleans Item-Tribune—Charles Dufour.

### MAINE

Portland Express-Herald & Telegram—M. Isabelle Jones.

### MARYLAND

Baltimore Post—Warren Wilmer Brown.
Cumberland News—Hazel Brown.

### MASSACHUSETTS

Boston Christian Science Monitor—Winthrop Tryon.
Boston Post—Warren Storey Smith.
Boston Transcript—H. T. Parker.
Everett News—Annette Callanan.
Fall River Herald News—Rene G. DeTonnancour.
Gardner News—Thomas F. Flynn.
Lowell Courier-Citizen & Leader—Sidney R. Fleet.
Lowell Sun—Frank Carey.
Medfod Mercury—T. M. Connell.
Springfield Union—Willard M. Clark
Worcester Post—Gwen Thomas.

### MICHIGAN

Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium—Bob White.
Cheboygan Tribune—Myrton M. Riggs.
Detroit Free Press—Herman Wise.
Detroit News—Russell McLauchlin.
Flint Journal—Mildred Elwood.
Grand Rapids Herald—Marguerite Kerns.
Grand Rapids Press—Miss Mary Remington.
Lansing State Journal—Theresa Shier.
Sault Ste Marie News—Earl Closser.

### MINNESOTA

Minneapolis Star—John K. Sherman.
Minneapolis Tribune—James Davies.
St. Paul News—Louis Minor.
Willmar Tribune—O. B. Augustson.

### MISSOURI

Boonville Republican-Sun—Gladys Grace Stammerjohn.
Independence Examiner—James A. Southern.
Kansas City Journal Post—Luigi Valani.
Kansas City Star—Minna K. Powell.
St. Joseph News-Press & Gazette—Ada Lyon, Deedie May Austin.
St. Louis Globe-Democrat—Hume B. Duval.
St. Louis Star Times—Homer Bassford.
Springfield News & Leader & Press—Helen Laverty.

### MONTANA

Livingston Enterprise—Evalyn Mjelde.

### NEBRASKA

Lincoln Star—Lynelle Greer.
Omaha Bee News—Martin Bush.
Omaha World Herald—August Borglum.

### NEVADA

Reno Nevada State Journal—Alice Melackey.

### NEW JERSEY

Atlantic City Press-Union—George Weintraub.
Camden Post & Courier—Henry C. Beck.
Newark Call—Girard Michelson.
Newark Ledger—Jerome Kurtz.
Newark News—Kenneth F. Lockwood.
Passaic Herald News—Ellen W. Moser.
Paterson Call—Ethelyn Vandervveer.
Trenton State Gazette & Times Advertiser—Alex Y. Burslem.

### NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—William H. Haskell.
Amsterdam Recorder—Alva Knapp.
Buffalo Courier Express—Mary B. Swan.
Buffalo Times—Mary M. Howard.
Elmira Star Gazette & Advertiser—Carolyn Ruth Doran.
Kingston Leader—Lillian Chudleigh.
Brooklyn Eagle—Edward Cushing & Robert E. Brady.
Brooklyn Times Union—Harold Strickland.
New York American—Leonard Liebling, Grena Bennett.
New York Herald Tribune—Lawrence Gilman.
New York Jewish Bulletin—Lawrence Lipskin.
New York Jewish Forward—J. P. Katz.
New York Mirror—Julian Seaman.
New York Post—Charles P. Sawyer.
New York Sun—William J. Henderson.
New York Times—Olin Downes.
New York World Telegram—Pitts Sanborn.
Queens (Jamaica) News—Bernhard Olson.
North Tonawanda News—Ruth B. Hewitt.
Nyack Journal News—Catherine Tocher.
Oswego Palladium Times—Miss Frances Lee.
Poughkeepsie Eagle News—James F. Kieley.
Poughkeepsie Star & Enterprise—Arthur F. Wollenhaupt, F. W. Parker, Jr.
Rochester Democrat & Chronicle—Stewart B. Sabin.
Rochester Times Union—A. J. Warner.
Schenectady Gazette—Mrs. A. H. Richardson.
Schenectady Union Star—Maude Welin.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Post Standard—Wm. H. Tuckley.
Troy Times—Rutherford Hayner.
Utica Press—Vincent S. Jones.
White Plains Reporter—Ella Lowe.

### NORTH CAROLINA

Burlington Times News—Miss Lyla Brown.
Concord Tribune—Mrs. Paris Kidd.
Greenville News—Miss Tutie McGee.
Greenville Piedmont—Mrs. W. P. Barton.

### OHIO

Akron Times Press—Don Strouse.
Cincinnati Enquirer—George Leighton.
Cincinnati Post—Frank Aston.
Cincinnati Times Star—Mrs. N. P. Smith.
Cleveland Press—Denoe Leedy.
Columbus Citizen—Ralph McCombs.
Columbus Ohio State Journal—Harold Davidson.
Dayton News—Virginia Sturm.
Dayton Herald—Merab Eberle.
Fostoria Times—William Leaderer.
Galion Inquirer—Miss Berneice Castle.
Lorain Journal & Times Herald—Ralph Neumeyer.
Mount Vernon Republican News—Miss Josephine Lee.
Newark Advocate & American Tribune—Miss Hazel Kirk.
Toledo Blade—V. K. Richards.
Toledo News Bee—Donald Pond.
Toledo Times—Florence Jackson.

### OKLAHOMA

Enid News & Eagle—Evelyn Messer.
Oklahoma News—Ralph Rose.
Oklahoma City Oklahoman & Times—Albert Kirkpatrick.
Tulsa World—Faith Hieronymus.

### OREGON

Portland News Telegram—Dr. Emil Enna.
Portland Oregon Journal—J. L. Wallin.

### PENNSYLVANIA

Allentown Chronicle & News—Britain Roth.
Braddock News Herald—James B. Ball, Jr.
Bradford Era—Mary Yvo Flanigan.
Erie Dispatch Herald—Amelia Humnitz.
Erie Times—Mary McKee.
Hanover Sun—H. B. Hostetter.
Lancaster New Era—Jean Matthews.
Philadelphia Public Ledger—Samuel L. Laciar.
Pittsburgh Post Gazette—Harvey Gaul.
Pittsburgh Press—Ralph Lewando.
Pottstown Herald—John K. Binder.
Pottstown Mercury—Charles Zimmerman.
Reading Times—E. M. Schaffstall.
Scranton Scrantonian—Mathew Barry.
Wilkes Barre Times Leader—W. W. Woodruff.

### RHODE ISLAND

Pawtucket Times—Daniel Lawlor.
Providence Journal—Dr. Louis Chapman.
Providence Journal & Bulletin—Dr. Louis Chapman.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—Elinor V. Arnold.

### SOUTH CAROLINA

Spartanburg Herald Journal—A. E. Hyatt.

### SOUTH DAKOTA

Aberdeen American News—Miss M. Anderson.
Yankton Press & Dakontan—Fred H. Monfore.

### TENNESSEE

Athens Post Athenian—Miss Frances C. Moffit.
Chattanooga News—Miss Thankful Everett.
Clarksville Leaf Chronicle—Mrs. H. M. Lupton.
Columbia Herald—Miss Lucia Brown.
Knoxville Journal—Malcolm Miller.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—Sydney Dalton.

### TEXAS

Dallas Dispatch—Edmond Barr.
Dallas News—John Rosenfield.
Eastland Telegram—E. Hinrichs.
El Paso Times—Chas. P. Miller.
Fort Worth Star Telegram—E. C. Whitlock.
Harlingen Valley Star—Miss Beatrice Weathers.
Houston Post—Mrs. Pat. Barnes.
Houston Press—Grace Calvin.
San Angelo Standard-Times—Minor Shutt.
Sherman Democrat—Mrs. Fern Jefferson

### UTAH

Ogden Standard Examiner—D. J. Greenwell.
Salt Lake City Deseret News—Gail Martin.
Salt Lake City Tribune Telegram—Miss E. E. Hollis.

### VIRGINIA

Newport News Press & Times Herald—Fred J. Naff.
Richmond News Leader—Helen DeMotte.
Richmond Times Dispatch—George Harris.

### WASHINGTON

Aberdeen World—Mark Sullivan.
Bellingham News—Wm. Gardiner.
Seattle Star—Madge Talmadge and H. B. Mills.
Seattle Times—Richard E. Hayes.
Tacoma News Tribune—Mrs. Page R. Hosmer.
Walla Walla Bulletin—Iris L. Little.

### WEST VIRGINIA

Charleston Gazette—Robert W. Avis.
Martinsburg Journal—Miss Ruth B. Willey.
Parkersburg News—Mayre Spencer.
Parkersburg Sentinel—Theresa Kivlehan, Margaret McBride.
Point Pleasant Register—W. Cleveland Bowie.
Welch News—Mrs. L. L. Drewry.
Wheeling Register—Betty Brice.

### WISCONSIN

Janesville Gazette—Peg O'Brien.
La Crosse Tribune & Leader Press—Rudolph Kvelve.
Madison Capital Times—Fritz Strenge.
Madison Wisconsin State Journal—Katharine H. Axley.
Merrill Herald—Harold Miner.
Milwaukee Journal—R. S. Davis.
Milwaukee Leader—Harriet P. Clinton.

## CANADA

### ALBERTA

Calgary Herald—Mrs. Annie Glen Broder.
Edmonton Journal—Miss Kathleen Underwood.

### BRITISH COLUMBIA

Nanaimo Free Press—B. H. E. Goult.
Vancouver Sun—Mrs. H. T. Alexander.

### MANITOBA

Winnipeg Free Press—Miss L. E. Scarth.
Winnipeg Tribune—A. A. Aldrick.

### ONTARIO

Hamilton Herald—N. C. Clark.
Ottawa Citizen—Miss Isabel Armstrong.
St. Catharines Standard—D. J. Wjiliams.
St. Thomas Times Journal—Herbert Ramsay.
Toronto Mail & Empire—Pearl S. McCarthy.
Toronto Star—Augustus Bridle.
Toronto Telegram—Edward Wodson.

### QUEBEC

Montreal Herald—Leon Edel.
Montreal La Patrie—Dominique Laberge.
Montreal Le Devoir—Dr. Fred Pelletier.
Montreal Star—H. P. Bell.
Quebec L'Action Catholique—Dr. P. Roy.
Quebec L'Evenment—M. Bernier.
Sherbrooke La Tribune—W. M. Gendreau.

(*Continued on page 196*)

# "1934 Recovery" a *Fact* Not a Prediction, In the

# EMPIRE STATE

## 3,000,000 Home Owning and Home Renting Families Present the Greatest Regional Sales Market Ever Offered National Advertisers

Recovery *has arrived* in New York State, First market of the Union, and unquestionably is far beyond the "prediction stage"—even though admittedly still in the "earlier stages." Multiplying economic dispatches from vital sources indicate Recovery's permanent foothold in Father Knickerbocker's domain.

These reports are facts of themselves all contributing to the outstanding fact that better times are here and to stay—due to the NRA and the will of Father Knick's people to "see it through."

NRA statistics covering the entire urban upstate population and 35 per cent of the rural population, show approximately 80,000 people added to payrolls since Aug. 1st, at weekly wages of more than $1,700,000 to-date. The yearly addition to payrolls is more than $87,000,000.

Another report by the New York City NRA Administrator showed job increases of 32,000 and payroll increases mounting to about $38,000,000 annually from Aug. 1st to Nov. 1st. The period from that time to-date has considerably augmented these figures.

Nearly all business reports improvements over a year ago, ranging up to 60 per cent, with gratifying advances during the first month of 1934. "Looking-ahead" National Advertisers understand *how* such figures and improvement as above—affect the BUYING POWER of 1,017,575 non-farm *home owning* and 1,923,410 non-farm *home renting* families. (1930)

The world's premier regional market obviously offers the greatest merchandising opportunity to National Advertisers in 1934. 3,000,000 families, representing 13,000,000 people and 6,000,000 workers must be fed, clothed, afforded the necessities or luxuries of life.

The "spenders" representing these millions of retail buyers, will pay out *billions* of dollars in the aggregate, including hundreds of millions of dollars more than last year—as Recovery advances through 1934.

Wise National Advertisers long have recognized another *proven fact*. They KNOW that the greatest sustained influence in directing this accelerated buying power—is consistent lineage in the 28 newspapers published in the 18 Empire State trade centers named here.

| | Circulation | Rates 2,500 Lines | Rates 10,000 Lines |
|---|---|---|---|
| †Albany Evening News.....(E) | 40,612 | .13 | .13 |
| †Albany Knickerbocker Press(M) | 28,931 | .12 | .12 |
| †Albany Knickerbocker Press(S) | 40,350 | .17 | .17 |
| *Amsterdam Recorder-Democrat.....(E) | 8,648 | .05 | .05 |
| †Auburn Citizen-Advertiser.(E) | 8.224 | .065 | .065 |
| †Binghamton Press.....(E) | 36,171 | .12 | .12 |
| †Buffalo Courier-Express...(M) | 116,940 | .25 | .25 |
| †Buffalo Courier-Express....(S) | 152,001 | .30 | .30 |
| *Buffalo Evening News.....(E) | 179,470 | .35 | .35 |
| *Corning Evening Leader....(E) | 8,157 | .05 | .05 |
| *Elmira Star-Gazette Advertiser.....(E&M) | 30,231 | .11 | .11 |
| †Geneva Daily Times.....(E) | 5,630 | .04 | .04 |
| †Gloversville, Johnstown Morning Herald & Leader-Republican..(E&M) | 13,016 | .07 | .07 |
| *Ithaca Journal-News.....(E) | 7,991 | .05 | .05 |
| †Jamestown Morning Post..(M) | 12,462 | .04 | 04 |
| *Kingston Daily Freeman....(E) | 8,801 | .05 | .05 |
| *Newburgh-Beacon Daily News.....(E) | 15,725 | .09 | .09 |
| †New York Times.....(M) | 464,253 | .90 | .838 |
| †New York Times.....(S) | 734,409 | 1.20 | 1.117 |
| †New York Herald Tribune.(M) | 326,002 | .72 | .698 |
| †New York Herald Tribune..(S) | 440,605 | .76 | .745 |
| *Niagara Falls Gazette.....(E) | 22,136 | .08 | .08 |
| *Rochester Times-Union....(E) | 70,393 | .40 | .40 |
| *Rochester Democrat & Chronicle.....(M&S) | 75,715 | | |
| †Troy Record.....(M&E) | 22.610 | .07 | .07 |

*A. B. C. Publisher's Statement, Oct. 1, 1933.
†Publishers' Affidavit for 12 mos. Oct 1 1933.

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 194*)

### THEATRICAL CRITICS

#### ALABAMA

Birmingham News & Age Herald—P. B. Marzoni.
Huntsville Register—John Wallace.
Montgomery Advertiser—Joe McCoy.

#### ARIZONA

Yuma Sentinel—I. V. Brunson.

#### ARKANSAS

Fayetteville Democrat—L. S. Read.
Little Rock Arkansas Gazette—Ruth Tucker.

#### CALIFORNIA

Hollywood Citizen News—Elizabeth Yeaman.
Los Angeles Herald & Express—Harrison Carroll
Los Angeles Illustrated News—Eleanor Barnes.
Los Angeles Times—Edwin Schallert.
Oakland Post-Enquirer—Howard Waldorf.
Oakland Tribune—Wood Soanes.
Palo Alto Times—Ellinor V. Cogswell, Harold R. Stevens.
Pasadena Star News & Post—Mrs. J. N. Baskin.
Redlands Facts—H. A. Hargraves.
Sacramento Union—I. H. Sefton.
San Bernardino Sun & Telegraph—Helyn Stewart.
San Diego Sun—Willis Werner.
San Diego Union & Tribune—Wallace Moody, Don. H. Short.
San Francisco Call Bulletin—Fred Johnson.
San Francisco Chronicle—George C. Warren.
San Francisco News—C. A. LaBelle.
San Joe News—Elita Huggins.
San Mateo Times & News-Leader—Janet Amphlett.
Santa Cruz Sentinel—William P. Belote.
Santa Monica Outlook—A. Fahlstedt.
Stockton Record—Melvin Bennett.
Taft Midway Driller—Billy Dienstein.
Woodland Democrat—Ed. I. Leake.

#### COLORADO

Colorado Springs Telegraph & Gazette—E. D. Woodworth.
Denver Rocky Mountain News—Alberta Pike.

#### CONNECTICUT

Bridgeport Herald—Leo Miller.
Bridgeport Times Star—Edward Maum.
Hartford Courant—T. H. Parker.
Hartford Times—Robert P. Butler.
Meriden Record—Julia Lansing Hall.
Naugatuck News—John J. Daly.
New Britain Herald—A. E. McEvay.
New Haven Register—S. J. Carroll.

#### DELAWARE

Wilmington Journal—William P. Frank.
Wilmington News—C. Louise Jackson.

#### DISTRICT OF COLUMBIA

Washington News—Don Craig.
Washington Post—Nelson Bell.
Washington Star—E. de S. Melcher.

#### FLORIDA

Daytona Beach News Journal—Liliane R. Davidson.
Fort Myers News-Press—Janet Fitch.
Jacksonville Journal—Marc Fleishel.
Key West Citizen—Ed Gray.
Miami Herald—Edgar L. Hay.
Miami News—Ben Prout.
St. Petersburg Independent—A. R. Dunlap.

#### GEORGIA

Albany Herald—C. D. Tounsley.
Atlanta Journal—Frank Daniel.
Columbus Ledger Enquirer—F. G. Storey.
Macon News—Paul Conaway.
Macon Telegraph—Susan Myrick.

#### HAWAII

Honolulu Advertiser—Arthur A. Greene.
Honolulu Nippon Jiji—Y. Yamamoto.
Honolulu Star-Bulletin—John B. Peck, Clifford F. Gessler.

#### IDAHO

Boise Capital News—R. L. Brink.
Lewiston Tribune—H. H. S. Rowell.
Pocatello Tribune—John Chandler.

#### ILLINOIS

Belleville News-Democrat—E. A. Kern.
Belvidere Republican—E. J. Bahr.
Bloomington Pantagraph—Miss Catherine Hoobler.
Chicago American—Ashton Stevens.
Chicago Herald & Examiner—Carol Frink.
Chicago Journal of Commerce—Claudia Cassidy.
Chicago News—Lloyd Lewis.
Chicago Times—Gail Borden.
Chicago Tribune—Charles Collins.
Evanston News Index—George W. Barrette.
Freeport Journal Standard—Flora Guiteau.
Joliet Herald News—Harold Cooper.
Marion Republican—Oldham Paisley.
Peoria Journal-Transcript—Miss Marilee Barger.
Peoria Star—Chas. B. Smith.
Quincy Herald Whig—John Schoeneman.
Robinson News—George H. McCarty.
Rockford Journal—Richard R. Gladish.

#### INDIANA

Connersville News Examiner—I. L. Foster.
Elkhart Truth—Maurice Frink.
Evansville Press—Ed Klingler.
Fort Wayne Journal-Gazette—Holman Hamilton.
Indianapolis News—Walter Whitworth.
Indianapolis Star—R. G. Tucker.
Indianapolis Times—Walter D. Hickman.
La Porte Herald Argus—Forbes Julian.
New Castle Courier Times—Scott Chambers.
Sullivan Times—Joe Adams.
Terra Haute Tribune & Star—Marcee Cox, Mabel McKee.
Warsaw Times—Clinton Chalfant.

#### IOWA

Cedar Rapids Gazette—Adeline Taylor.
Creston News Advertiser—Robert Packwood, Margaret Black.
Davenport Times—R. J. Ballard.
Keokuk Gate City—Walter R. Burton.
Ottumwa Courier—Al Efner.
Sioux City Tribune—Carl Eby.

#### KANSAS

Emporia Gazette—F. C. Clough.
Independence Reporter—F. C. Sands.
Lawrence Journal World—R. A. de Watteville.
Manhattan Chronicle & Mercury—H. Miles Heberer.
Ottawa Herald—Marion Leigh.
Topeka Capital—Francis Clark.
Topeka State Journal—T. G. Wear, Jr.
Wichita Beacon—Ed Curtis.

#### KENTUCKY

Hopkinsville New Era—Mrs. Jess Harton.
Lexington Herald—Enoch Grehan.
Lexington Leader—A. B. Guthrie.
Louisville Courier—Boyd Martin.
Louisville Times—Miss Marion Green.
Louisville Herald-Post—Kirtley Scott.
Owensboro Messenger Inquirer—L. M. Sweat.

#### LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item-Tribune—Mel Washburn.

#### MAINE

Portland Express-Press Herald & Telegram—Kenneth Berry.

#### MARYLAND

Baltimore Post—Louis Azrael.
Cumberland News—H. S. Hayward.

#### MASSACHUSETTS

Boston American & Advertiser—George Holland.
Boston Christian Science Monitor—Eric Sherburne.
Boston Post—Edward H. Crosby.
Boston Record—E. F. Harkins.
Boston Transcript—H. T. Parker.
Everett News—Edwin Carolan.
Gardner News—Thomas F. Flynn.
Holyoke Transcript Telegram—Joseph C. Doyle.
Medford Mercury—Mildred F. Jordan.
Springfield Union—Alfred L. S. Wood.
Worcester Post—James Shea.

#### MICHIGAN

Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium — Bob White.
Cheboygan Tribune—Myrton M. Riggs.
Detroit Free Press—Len G. Shaw.
Detroit News—Russell McLauchlin.
Flint Journal—Ralph Byers.
Grand Rapids Herald—Russell Landstrom.
Grand Rapids Press—Miss Mary Remington.
Lansing State Journal—Hayden R. Palmer.

#### MINNESOTA

Austin Herald—Jay Doane.
Minneapolis Star—John K. Sherman.
Minneapolis Tribune—Earl Pomeroy.
St. Paul News—Joseph Meyers.
Willmar Tribune—Helen Fitzgerald.

#### MISSISSIPPI

Greenville Democrat-Times — Ernest Smith.

#### MISSOURI

Boonville News—E. W. Sowers.
Boonville Republican-Sun — Mrs. Opal Melton.
Chillicothe Constitution-Tribune—V. A. Page.
Kansas City Journal Post—Lowell Lawrance.
Kansas City Star—Landon Laird.
St. Joseph News Press & Gazette—Arthur Burrowes.
St. Louis Globe-Democrat—Herbert L. Monk.
St. Louis Star Times—Homer Bassford.
Springfield News & Leader & Press—Helen Laverty.

#### MONTANA

Livingston Enterprise—Keith Botterud.

#### NEBRASKA

Lincoln Star—Jack Erickson.
Omaha World Herald—Keene Abbott.

#### NEVADA

Reno Nevada State Journal — Bernard Mergen.

#### NEW HAMPSHIRE

Laconia Citizen—Alma Gallagher.

#### NEW JERSEY

Atlantic City Press Union—Howard Diamon.
Camden Post & Courier—James M. O'Neill.
Jersey City Journal—A. D. Mackie.
Newark Call—Edward Sothern Hipp.
Newark Ledger—Jerome Kurtz.
Newark News—Charles Hauffer.
Newark Star Eagle—Richard Murray.
Passaic Herald News—M. L. Fagan.
Perth Amboy News—J. C. Lewis.
Trenton State Gazette & Times Advertiser —Alex Y. Bursiem.
Trenton Times—Elma Johnson.

#### NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—William H. Haskell.
Buffalo Courier Express—William E. J. Martin.
Buffalo Times—Ardis Smith.
Canandaigua Messenger—Gilbert Brewer.
Kingston Leader—Joseph Block.
Brooklyn Advocate—Charlie Kay.
Brooklyn Eagle—Arthur Pollock.
Brooklyn Times Union—Rowland Field.
New York American—Gilbert W. Gabriel.
New York Herald Tribune—Percy Hammond, Arthur Ruhl, Howard Barnes.
New York Jewish Bulletin—Frederick V. Seane.
New York Jewish Forward—H. Ehrenreich.
New York Journal of Commerce—Julius Cohen.
New York Mirror—Walter Winchell, Bernard Sobel, Robert Coleman.
New York Post—John Mason Brown.
New York Sun—Richard Lockridge.
New York Times—J. Brooks Atkinson.
New York Wall Street Journal—S. Bowen.
New York World Telegram—Robert Garland, George Ross.
Norwich Sun—Rose Shriber.
North Tonawanda News—Ruth B. Hewitt.
Nyack Journal News—Albert R. Perkins.
Oswego Palladium Times—Miss Frances Lee.
Poughkeepsie Eagle News—James F. Kieley.
Poughkeepsie Star & Enterprise—Arthur F. Wollenhaupt.
Rochester Democrat & Chronicle—George L. David.
Rochester Times Union—A. J. Warner, Amy Croughton.
Schenectady Union Star—Everett Finch.
Syracuse Herald—Chester B. Bahn.
Troy Times—Rutherford Hayner.
Utica Observer Dispatch—Winifred Cooper.
White Plains Reporter—Ella Lowe.

#### NORTH CAROLINA

Burlington Times News—Robert Hodges.
New Bern Tribune—W. J. (Billy) Arthur.
Wilson Times—Miss Sue Jordan.

#### OHIO

Akron Times Press—Kenneth Nichols.
Cincinnati Enquirer—George Leighton.
Cincinnati Post—Max Sien.
Cincinnati Times Star—W. M. G. Stiegler.
Cleveland News—Archie Bell.
Cleveland Press—George Davis.
Columbus Citizen—Wm. Cunningham.
Columbus Ohio State Journal—Harrold Eckert.
Dayton News—James Muir.
Dayton Herald—Arthur Kany.
Dayton Journal—Joe Keller.
Delaware Gazette—Miss Elsie Leady.
Fostoria Times—Arthur N. Hatfield.
Galion Inquirer—H. S. Cummins.
Lima News—Mabel Hinton.
Lorain Journal & Times Herald—M. Merryfield.
Manchester Signal—V. H. Wilkerson.
Mansfield News Journal—Jane Williams.
Mount Vernon Republican News—Miss Josephine Lee.
Newark Advocate & American Tribune—Miss Hazel Kirk.
Tiffin Advertiser Tribune—J. H. Thompson.
Toledo Blade—V. K. Richards.
Toledo News Bee—Allen Saunders.
Toledo Times—Mitchell Woodbury.
Wellsville News—C. J. Vogel.

#### OKLAHOMA

Enid News & Eagle—Evelyn Messer.
Oklahoma News—Carl Victor Little.
Oklahoma City Oklahoman & Times—Jack Stinnett.
Tulsa World—Faith Hieronymus.

#### OREGON

Albany Democrat Herald—Ianthe Smith.
Medford Mail Tribune—Miss Irva Fewell.
Portland News Telegram—Larry Warren.
Portland Oregon Journal—Harold E. Hunt.

#### PENNSYLVANIA

Allentown Chronicle & News—Britain Roth.
Braddock News Herald—James B. Ball, Jr.
Bradford Era—Ralph Evans & David Kreinson.
E. Stroudsburg Sun—Edgar M. Lazarus.
Erie Dispatch Herald—Burt Wurzbach.
Erie Times—Clare Swisher.
Hanover Sun—H. B. Hostetter.
Harrisburg Telegraph—J. M. McNeil, Paul Walker.
Johnstown Democrat—F. C. Jordan.
Lancaster New Era—H. B. Krone.
Philadelphia Public Ledger—Henry T. Murdock, Odell Hauser.
Philadelphia Record—Ben Washer.
Pittsburgh Post Gazette—Harvey Gaul.
Pittsburgh Press—Kaspar Monahan.
Punxsutawney Spirit—S. S. Smith.
Reading Times—Erle Homan.
Scranton Scrantonian—Mathew Barry.
Tarentum Valley News—George D. Stuart.
Wilkes-Barre Times Leader—W. E. Woodruff.

#### RHODE ISLAND

Pawtucket Times—Francis Dwyre.
Providence Journal—B. K. Hart, P. B. Howland
Providence Journal & Bulletin—B. K. Hart, Garrett Birnes, Paul Howland.
West Warwick Pawtuxet Valley Times—William J. Hammon.
Woonsocket Call—Ellinor V. Arnold.

#### SOUTH DAKOTA

Aberdeen American News—B. Rowley.
Sioux Falls Argus Leader—Roger Brown.

#### TENNESSEE

Athens Post Athenian—Mrs. M. F. Stubbs.
Chattanooga News—Murray E. Wycke.
Chattanooga Times—Gordon Allen.
Knoxville Journal—Albert Armitage.
Knoxville News Sentinel—Jo Ruth Perry.
Memphis Commercial Appeal—Harry L. Martin.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—Francis Robinson.

#### TEXAS

Amarillo Globe & News—Fred Post.
Austin American Statesman—Mrs. M. C. Cook.
Dallas Dispatch—Edmond Barr.
Dallas News—John Rosenfield.
Dallas Times Herald—Joe Linz.
Denton Record Chronicle—Miss Mary Crutcher.
Eastland Telegram—E. Hinrichs.
El Paso Times—Chas. P. Miller.
Fort Worth Star Telegram—Robert Randol.
Goose Creek Sun—R. Matherne.
Harlingen Valley Star—Miss Beatrice Weathers.
Houston Post—Mrs. Bess W. Scott.
Houston Press—Grace Calvin.
Kaufman Herald—R. Callan.
Palestine Herald—Franklin Bradford.
Paris News—Miss Maude Neville.
Plainview Herald—E. B. Miller.
Sherman Democrat—Miss Catherine Wharton.

#### UTAH

Ogden Standard Examiner—Glen Perrins.
Salt Lake City Deseret News—Sid Olsen.
Salt Lake City Tribune Telegram—Kay Harms, Miss E. E. Hollis.

#### VIRGINIA

Newport News Press & Times Herald—Fred J. Naff.
Richmond News Leader—Helen DeMotte.
Richmond Times Dispatch—Clarence E. Boykin.

#### WASHINGTON

Aberdeen World—Mark Sullivan.
Bellingham News—D. M. Seeger.
Olympia Olympian—Lew Selvidge.
Seattle Star—H. B. Mills.
Seattle Times—Richard E. Hayes.
Spokane Press—Sidney Copeland
Tacoma News Tribune—W. R. Stotler.
Walla Walla Bulletin—Iris L. Little.

#### WEST VIRGINIA

Parkersburg News—Marie Byer O'Brien.
Parkersburg Sentinel—Marie Byer O'Brien.
Point Pleasant Register—Anita I. Hite.
Wheeling Register—William De Muth.

#### WISCONSIN

Janesville Gazette—Peg O'Brien.
Kenosha News—Olive Crossow.
Madison Capital Times—Mary York.
Madison Wisconsin State Journal—Kenneth R. Kennedy.
Marinette Eagle Star—L. G. LeRoy.
Merrill Herald—Carla Foster.
Milwaukee Journal—R. S. Davis.
Milwaukee Leader—Harriet P. Clinton.
Waukesha Freeman—A. L. Bearder.

### CANADA

#### ALBERTA

Calgary Herald—Herb Surplis.
Edmonton Journal—Miss Kathleen Underwood.

#### BRITISH COLUMBIA

Nanaimo Free Press—B. H. E. Goult.

#### MANITOBA

Winnipeg Free Press—H. E. Spencer, Margaret Kilgour.
Winnipeg Tribune—R. H. Hooper.

#### NOVA SCOTIA

Halifax Herald & Mail—E. G. L. Wetmore.

#### ONTARIO

Ottawa Citizen—E. W. Harrold.
St. Thomas Times Journal—L. B. Birdsall.
Toronto Mail & Empire—Pearl S. McCarthy.
Toronto Star—A. O. Lampman.
Windsor Border Cities Star—R. M. Harrison.

#### QUEBEC

Montreal Gazette—Louis Slattery.
Montreal Herald—Leon Edel.
Montreal La Patrie—Dominique Laberge.
Montreal le Devoir—Lucien Desbiens.
Montreal Star—S. Morgan Powell, D. M. Legate.
Quebec L'Evenement—B. Lafleur.
Sherbrooke La Tribune—W. M. Gendreau.

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INDIANAPOLIS Ind.

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 196*)

### BOOK CRITICS

#### ALABAMA

Birmingham News & Age Herald—J. S. Childers.
Birmingham Post—W. L. Vennell.
Huntsville Register—John Wallace.
Mobile Press Register—H. P. Ewald.
Montgomery Advertiser—W. J. Mahoney.

#### ARIZONA

Phoenix Republic & Gazette—Harvey L. Mott.
Tucson Arizona Star—Bernice Cosulich.

#### ARKANSAS

Fayetteville Democrat—L. S. Read.
Little Rock Arkansas Gazette—Helen Hatley Horton.

#### CALIFORNIA

Berkeley Gazette—Mrs. J. E. Wales.
Hollywood Citizen News—Zuma Palmer.
Long Beach Press Telegram—Vera Kackley.
Los Angeles Times—Paul Jordan Smith.
Oakland Post-Enquirer—Howard Waldorf.
Oakland Tribune—A. B. Schuster.
Pasadena Star-News & Post—Harold D. Carew.
Redondo Beach South Bay Breeze—John J. Berry.
Sacramento Union—Myrtle Shaw Lord.
San Diego Sun—Madonna Todd.
San Diego Union & Tribune—John Adams.
San Francisco Call Bulletin—Douglas E. Hutton.
San Francisco Chronicle—Joseph Henry Jackson.
San Francisco News—T. R. Smith.
San Jose News—Claire McDonald.
Santa Cruz Sentinel—Mrs. Laura Rawson.
Stockton Independent—Judie Lonsdale.
Stockton Record—Sheldon Davis.
Ventura County Star—Airdrie K. Pinkerton.
Woodland Democrat—Clifton Frisbie, Mrs. Helen Gomez.

#### COLORADO

Canon City Record—Janet Sterling.
Colorado Springs Telegraph & Gazette—H. K. Ellingson.
Denver Rocky Mountain News—Alberta Pike.

#### CONNECTICUT

Bridgeport Herald—W. G. Davis.
Hartford Courant—Mrs. E. N. Case.
Hartford Times—Charles W. Burpee.
New Britain Herald—Samuel Lafferty.
New Haven Register—R. A. Connolly.
Torrington Register—John H. Thompson.

#### DISTRICT OF COLUMBIA

Washington News—Helen Buchalter.
Washington Post—Dr. Theodore Hall.
Washington Star—Mrs. George Bowerman.

#### DELAWARE

Wilmington Delmarva Star—Richard Rinard.

#### FLORIDA

Daytona Beach News Journal—Liliane R. Davidson.
Fort Myers News-Press—Gladys Hanton.
Miami Herald—J. Kenneth Ballinger.
St. Augustine Record—Nina S. Hawkins.
Tampa Times—D. E. Smiley.
Tampa Tribune—E. D. Lambright.
West Palm Beach Times—Katherine L. Baker.

#### GEORGIA

Atlanta Journal—Medora Field Perkerson.
Griffin News—Dr. W. F. Melton.
Macon News—Susan Myrick.
Macon Telegraph—Aaron Bernd.
Savannah News—Miss Jane Judge.

#### HAWAII

Honolulu Advertiser—William Prohme.
Honolulu Nippu Jiji—T. Takamura.
Honolulu Star-Bulletin—Dr. Clifford F. Gessler.

#### IDAHO

Boise Capital News—R. L. Brink.
Lewiston Tribune—H. H. S. Rowell.

#### ILLINOIS

Belleville News-Democrat—Henrietta B. Schrodi.
Belvidere Republican—Guerdon Laing.
Bloomington Pantagraph—Miss Catherine Hoobler.
Chicago Herald & Examiner—Robert H. Willson.
Chicago Journal of Commerce—Kenneth Horan.
Chicago News—Sterling North.
Chicago Tribune—Fanny Butcher.
Evanston News Index—George W. Barrette.
Freeport Journal Standard—Donald L. Breed.
Joliet Herald News—Glenn Logan.
Marion Republican—Mrs. W. O. Paisley & Oldham Paisley.
Peoria Star—Mrs. Alice Cox.
Quincy Herald Whig—Arthur Higgins.
Robinson News—Anne P. Lewis.
Rockford Journal—Henry S. Ehle.
Rock Island Argus—Frank E. Brandt.
West Frankfort American—W. Henson Purcell.

#### INDIANA

Attica Ledger-Tribune—Mrs. R. Levor.
Connersville News Examiner—Candan Murray.
Elkhart Truth—Maurice Frink.
Evansville Press—C. C. Brooks.
Indianapolis News—Walter Whitworth.
Indianapolis Star—Mary D. Lemon.
Indianapolis Times—Walter D. Hickman.
Kokomo Tribune—Dow Richardson.
LaPorte Herald Argus—Esther H. Waters.
New Castle Courier Times—Scott Chambers.
South Bend News Times—Dorothy Konold.
South Bend Tribune—John W. Gibbons.
Sullivan Times—Eula Enochs.

#### IOWA

Boone News-Republican—Mary T. Goldthwaite.
Cedar Falls Record—Miss Tolly Giffen.
Cherokee Times—Max Gordon.
Creston News Advertiser—Robert Packwood.
Davenport Times—Miss Addie May Swan.
Des Moines Register & Tribune—Donald R Murphy.
Dubuque Catholic Tribune—Anthony F. Klinkner.
Fort Madison Democrat—W. T. Mershon.
Keokuk Gate City—F. C. Smith.
Ottumwa Courier—John Reynolds.
Shenandoah Sentinel—R. K. Tindall.
Sioux City Tribune—Esther Yancey.
Washington Journal—Dave Elder.

#### KANSAS

Caney Chronicle—Mrs. L. T. Ferrill
Chanute Tribune—John P. Harris.
Concordia Blade Empire—Marian Eliet.
Emporia Gazette—W. A. White.
Goodland News—Marion Rupe.
Lawrence Journal World—Blanche Maloney.
Ottawa Herald—Marion Leigh.
Topeka State Journal—Arthur J. Carruth.
Wichita Beacon—Polly Parsons.
Winfield Courier—Mrs. W. G. Anderson.

#### KENTUCKY

Hopkinsville Kentucky New Era—Mrs. Jess Harton.
Lexington Herald—Misses Elizabeth & Juliet Daingerfield.
Lexington Leader—Joe Jordan.
Louisville Courier-Journal—J. Rosamond Milner.
Louisville Herald-Post—Anna Blanche McGill.
Louisville Times—Miss Marion Green.
Owensboro Messenger Inquirer—Howard M. Stevenson.
Paducah Sun-Democrat—Katherine Crawford.

#### LOUISIANA

New Orleans Item-Tribune—Katherine Salmon.

#### MAINE

Biddeford Journal—R. F. Wornwood.
Portland Express-Press Herald & Telegram—Robert Beith.

#### MARYLAND

Baltimore Post—Louis Azrael.
Cumberland News—Ethel Barbour Nelson.

#### MASSACHUSETTS

Boston Christian Science Monitor—Leslie A. Sloper.
Boston Transcript—E. F. Edgett.
Everett News—Biagio De Venuti.
Gardner News—Walter E. Hubbard.
Haverhill Gazette—Wm. H. Heath.
Holyoke Transcript Telegram—Stanley McIntyre.
Lowell Courier-Citizen & Leader—Kent Knowlton, Halford E. Wheeler.
Lowell Sun—Frederic G. Hyde.
Medford Mercury—E. A. Cronin.
Springfield Union—Alfred L. S. Wood.
Worcester Post—Ernest Brockway.

#### MICHIGAN

Battle Creek Enquirer News—Polly Eggleston.
Battle Creek Moon Journal—George B. Dolliver.
Cheboygan Tribune—Myrton M. Riggs.
Detroit Free Press—Douglas D. Martin.
Detroit News—Clyde B. Beck.
Flint Journal—W. W. Thorn.
Grand Rapids Herald—Russell Landstrom.
Grand Rapids Press—Lee M. Woodruff.
Lansing State Journal—Theresa Shier.
Niles Star—Art Susott.

#### MINNESOTA

Minneapolis Tribune—George Peterson.
Owatonna People's Press—Geo. F. Darby.
St. Cloud Times Journal—Mrs. Maude C. Schilplin.
St. Paul News—Joseph Meyers.

#### MISSISSIPPI

Clarksdale News—Henry C. Page.

#### MISSOURI

Boonville News—E. J. Lawrence.
Boonville Republican-Sun—Mrs. E. J. Melton.
Independence Examiner—Mrs. W. L. C. Palmer.
Kansas City Journal Post—Tom Collins.
Kansas City Star—Louis Mecker.
St. Joseph News Press & Gazette—Arthur Burrowes, Erma L. Young.
St. Louis Globe-Democrat—Flora Kaiser.
St. Louis Star Times—Ruth Steidemann.
Springfield News & Leader & Press—Lucille Morris.

#### MONTANA

Billings Gazette—Eugene MacKinnon.
Livingston Enterprise—L. E. Flint.

#### NEBRASKA

Falls City Journal—Mrs. Wm. Burchard.
Omaha World Herald—George Grimes.

#### NEVADA

Reno Nevada State Journal—Ann M. Ross.

#### NEW HAMPSHIRE

Keene Sentinel—John H. Kline.
Laconia Citizen—Alma Gallagher.

#### NEW JERSEY

Atlantic City Press Union—George Weinstraub.
Newark Call—Henry Hamlin.
Newark News—Mac J. Herzberg.
Passaic Herald News—William M. McBride.
Paterson Call—Robert Williams.
Trenton State Gazette & Times Advertiser—John J. Cleary.

#### NEW MEXICO

Raton Range—Miss Evylyn Shuler.

#### NEW YORK

Albany Knickerbocker Press—A Ranger Tyler.
New York American—William Soskin.
Buffalo Courier Express—Benjamin Davis.
Buffalo Times—Ardis Smith.
Freeport Hempstead Nassau Review—Frank A. Culver.
Lynbrook Nassau Star—Frank A. Culver.
Brooklyn Advocate—K. Ceaser Walters.
Brooklyn Eagle—George Currie.
New York Herald Tribune—Irita Van Doren.
New York Jewish Bulletin — Harry Salpeter.
New York Jewish Forward—H. Rogoff.
New York Mirror—Charles A. Wagner.
New York Sun—James C. Grey.
New York Times—J. Donald Adams, John R. Chamberlain.
New York Wall Street Journal—Miss F. Wagner.
New York World Telegram—Harry Hansen.
Jamaica Long Island Press—Gremin Zorn.
North Tonawanda News—Ruth B. Hewitt.
Oswego Palladium Times—Miss Frances Lee.
Poughkeepsie Eagle News—Richard E. Coon, Jr.
Poughkeepsie Star & Enterprise—Richard E. Coon, Jr.
Rocheser Democrat & Chronicle—Norman S. Easterbrook.
Rochester Times Union—A. J. Sigl.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Post Standard—Robert L. Voorhees.
Troy Times—Rutherford Hayner.
Utica Observer Dispatch—W. W. Canfield.

#### NORTH CAROLINA

Burlington Times News—John Mebane.
Charlotte News—Walter Spearman.
Gastonai Gazette—Ben E. Atkins.
New Bern Sun Journal—T. M. Diggs.
Raleigh News & Observer—Jonathan Daniels.
Salisbury Post—Spencer Murphy.
Wilson Times—Mrs. D. H. Gold.

#### OHIO

Akron Times Press—Miriam Wise.
Cincinnati Post—Frank Aston.
Cincinnati Times Star—Richard Blake.
Cleveland News—Mary Rennels.
Cleveland Press—Elrick Davis.
Columbus Citizen—Pauline Smith.
Dayton News—Wm. C. Myers.
Dayton Herald—Ednor M. Rossiter.
Dayton Journal—E. M. Rossiter.
Fostoria Times—Vincent Beck.
Lorain Journal & Times Herald—M. Meryfield.
Mansfield News Journal—Don Lindsay.
Mount Vernon Republican News—Miss Josephine Lee.
Portsmouth Times—Nancy Noyes Grimes.
Toledo News Bee—Allen Saunders.
Toledo Times—Ingrid Jewell.

#### OKLAHOMA

Bartlesville Examiner—Newell G. Welty.
Enid News & Eagle—Tom F. Campbell.
Oklahoma News—Frances Corry.
Oklahoma City Oklahoman & Times—Kenneth Kaufman.
Perry Journal—W. K. Leatherock.
Tulsa World—Faith Hieronymus.

#### OREGON

Albany Democrat Herald—Charles D. Alexander.
Portland News Telegram—Tom E. Shea.
Portland Oregon Journal—Eleanor MacMillan.

#### PENNSYLVANIA

Braddock News Herald—James B. Ball, Jr.
Chester Times—Leslie Chrismer.
E. Stroudsburg Sun—Edgar M. Lazarus.
Erie Times—John J. Mead, Jr.
Hanover Sun—H. B. Hostetter.
Harrisburg Telegraph—Maude Weatherly Beamish.
Meadville Tribune Republican—Clara Putman.
Philadelphia Public Ledger—Hal Borland.
Philadelphia Record—Juliet Lit Stern.
Pittsburgh Post Gazette—Harvey Gaul.
Pittsburgh Press—Charles P. Johnson.
Reading Times—Abe Hurwitz.
Tarentum Valley News—George N. Scheid.

#### RHODE ISLAND

Pawtucket Times—Daniel Lawlor.
Providence Journal—B. K. Hart
Providence Journal & Bulletin—B. K. Hart.
West Warwick Pawtuxet Valley Times—William J. Hammond.
Woonsocket Call—Buell W. Hudson.

#### SOUTH DAKOTA

Aberdeen American News—Miss M. Anderson.
Pierre Capital Journal—James B. Hipple.

#### TENNESSEE

Athens Post Athenian—Dean M. F. Stubbs.
Chattanooga News—A. D. Mynders.
Chattanooga Times—Gilbert Govan.
Columbia Herald—Miss Lucia Brown.
Knoxville Journal—Anne Rankin.
Knoxville News Sentinel—Lucy Templeton.
Memphis Commercial Appeal—Monte Cooper.
Memphis Press Scimitar—Marshall Smith.
Nashville Banner—Will Allen Dromgoole.

#### TEXAS

Big Spring Herald—Ona Reagan Parsons.
Dallas Dispatch—Lewis W. Bailey.
Dallas News—John H. McGinnis.
Dallas Times Herald—J. W. Rogers.
Eastland Telegram—E. Hinrichs.
El Paso Times—Eugene Cunningham.
Fort Worth Press—C. E. Douglas.
Fort Worth Star Telegram—C. A. Benson.
Galveston News & Tribune—Stanley E. Babb, G. A. Seel.
Harlingen Valley Sar—Bill Bailey.
Houston Post—Mrs. Oveta Culp Hobby.
Lubbock Avalanche & Journal—C. W. Ratliff.
Sherman Democrat—Miss Catherine Wharton.
Yoakum Herald—H. D. Meister.

#### UTAH

Ogden Standard Examiner—Glen Perrins.
Salt Lake City Deseret News—Ted Cannon.
Salt Lake City Tribune Telegram—Miss E. E. Hollis.

#### VERMONT

Bennington Banner—Frank E. Howe.

#### VIRGINIA

Newport News Press & Times Herald—G. Edward Travis.
Richmond Times Dispatch—Mrs. V. N. Miller.

#### WASHINGTON

Aberdeen World—Mark Wullivan.
Centralia Chronicle—R. W. Edinger.
Kelso Tribune—J. C. Moore.
Longview News—Virginia Semler.
Tacoma News Tribune—Mrs. Page R. Hosmer.
Walla Walla Bulletin—Iris L. Little.

#### WEST VIRGINIA

Charleston Gazette—Mrs. Irving L. Murray.
Clarksburg Exponent Telegram—H. C. Rhawn, W. L. Geppert.
Parkersburg News—Marie Byer O'Brien.
Parkersburg Sentinel—Marie Byer O'Brien.
Point Pleasant Register—W. Cleveland Bowle.
Welch News—W. R. Keyser.
Wheeling Register—Betty Brice.

#### WISCONSIN

Beloit News—Mason H. Dobson.
Madison Capital Times—D. D. Dunn.
Madison Wisconsin State Journal—Florence Aitken.
Merrill Herald—Carla Foster.
Milwaukee Journal—Floyd Van Vuren.
Milwaukee Leader—Leslie F. Cross.
Racine Journal Times—Grace Harbuck.

### CANADA

#### ALBERTA

Calgary Herald—J. E. Wodell.
Edmonton Journal—Rev. Everard Edmonds.

#### BRITISH COLUMBIA

Nanaimo Free Press—B. H. E. Goult.
Nelson News—F. F. Payne.
Vancouver Sun—Mrs. Julia Henshau.

#### MANITOBA

Winnipeg Free Press—C. Clay.
Winnipeg Tribune—Prof. W. T. Allison.

#### NOVA SCOTIA

Halifax Herald & Mail—Mrs. Evelyn Tufts.

#### ONTARIO

Ottawa Citizen—E. W. Harrold.
St. Thomas Times Journal—George M. Dingman.
Toronto Mail & Empire—Wm. Arthur Deacon.
Toronto Star—Augustus Bridle.

#### QUEBEC

Montreal Gazette—T. Kydd.
Montreal Herald—Leon Edel.
Montreal le Devoir—L. Desbiens.
Montreal Star—Mr. S. Morgan Powell.
Quebec L'Action Catholique—Eugene L'Heureux.
Quebec L'Evenement—C. M. Boissonnault.
Sherbrooke La Tribune—L. P. Robidoux.

#### SASKATCHEWAN

Saskatoon Star Pheonix—J. G. Woodward, W. Clarke.

(*Continued on page 198*)

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## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 197*)

### SOCIETY EDITORS

#### ALABAMA

Birmingham News & Age Herald—Mrs. C. F. Markell.
Birmingham Post—Alyce Billings.
Dothan Eagle—Miss Teo. Hall.
Huntsville Register—Mrs. Nannie H. Pierce.
Mobile Press Register—Frances R. Durham.
Montgomery Advertiser—Mrs. Julia W. McKinney.
Selma Times Journal—Clara Callaway Seay.

#### ARIZONA

Douglas Dispatch—Miss Cecilia Gmahling.
Phoenix Republic & Gazette—Mrs. Billie Harshberger, Mrs. J. B. Penfold.
Tucson Arizona Star—Lois Whisler.
Yuma Arizona Sentinel—Mrs. Sue Humphrey.
Yuma Sun—Thelma Molina.

#### ARKANSAS

El Dorado News-Times—Miss Frances Cordell.
Little Rock Gazette—Lucy Marion Reaves.
Newport Independent—Mrs. R. E. Jeffery.
Russellville Courier Democrat—Miss Edith Wharton.
Siloam Springs Herald & Democrat—Miss Emma Jean King.

#### CALIFORNIA

Anaheim Bulletin—Mary Cianfoni.
Berkeley Gazette—Mrs. M. Bennett.
Burbank Review—May Kimball.
Burlingame Advance Star—May Kiliam.
Calexico Chronicle—Antoinette Stacy.
Colton Courier—Ione Kendall.
Corning Observer—Miss Buena Newlin.
Corona Independent—Zella J. Bender.
Culver City Star-News—Marion Nevin.
Duniba Sentinel—B. Ensign.
Eureka Humboldt Standard—Eleanor Rutledge.
Fresno Bee—Anne Doyle.
Grass Valley Union—R. T. Ingram.
Hollywood Citizen News—Jane Jackson.
Huntington Park Signal—Pauline Swanson.
Lodi News—Mrs. Emma Church.
Long Beach Press Telegram—Mrs. Essie. Morris.
Los Angeles Herald & Express—Caroline Galbraith.
Los Angeles Times—Juana Neal Levy.
Martinez Contra Costa Gazette—Ulsa U. Arnold.
Marysville Appeal-Democrat—Mrs. Ruth Sanford.
Merced Sun-Star—John Schmidt.
Monterey Peninsula Herald—Zaches Londahl.
Napa Register—Mrs. Charles Marten.
Oakland Post Enquirer—Mollie Mills Brennan.
Oakland Tribune—Mabel Williams.
Oceanside Blade Tribune—Ota Magee.
Palo Alto Times—Elinor V. Sogswell.
Pasadena Star News & Post—Miss Brown, Mrs. Foote.
Redland Facts—Miss Marian Walker.
Redondo Beach South Bay Breeze—Blanche Friend Austin.
Redwood City Tribune Standard—Brita Seebaum.
Sacramento Bee—Mila Landis.
Sacramento Union—Margaret Whalley.
Salinas Post—Corinne Lewis.
San Bernardino Sun & Telegram—Winifred Martin, Meta Buckner.
San Diego Sun—Miss Etta Mae Wallace.
San Diego Union & Tribune—Eileen Jackson, Eugenie Sedlock.
San Francisco Call Bulletin—Marie Hicks Davidson.
San Francisco Chronicle—Mrs. Mildred Brown Robbins.
San Francisco News—Louise Weick.
San Jose News—Elita Huggins.
San Mateo Times & News—Beulah C. Schindler.
Santa Cruz News—Janice Judah.
Santa Cruz Sentinel—E. Otto.
Santa Maria Times—Lily Sherwood.
Santa Monica Outlook—Dorothy Warren.
Santa Paula Chronicle—Mildred Coombs.
Stockton Independent—Ruth Gray.
Stockton Record—Elsie Flower.
Ventura County Star—Betty Cox.
Ventura Free Press—Grace Montfort.
Wilmington Press—Genevieve Williams.
Woodland Democrat—Elinor Hayes.

#### COLORADO

Canon City Record—Janet Sterling.
Colorado Springs Telegraph & Gazette—Miss Ellen O'Conner.
Denver Rocky Mountai News—Anne New.
Durango Herald-Democrat — Miss Fern Lane.
Fort Collins Express Courier—Frances Carpenter & Myra Murray.
Grand Junction Sentinel—Miss Isabella Cunningham.
Loveland Reporter-Herald—Mrs. R. W. Tesch.

#### CONNECTICUT

Bridgeport Herald—Ann Whelan.
Bridgeport Times Star—Ann McGovern Lynch.
Bristol Press—Miss Helen Coughlin.
Hartford Courant—Marjory Heacox.
Hartford Times—Lenore Cornell.
La Junta Democrat—Miss Louise Rice.
Lamar News—Grace Speckmann.
Lamar Sparks—Dorothy Johnson.
Manchester Herald—Mrs. Mary Taylor
Middletown Press—Maud Aston.
Naugatuck News—Dorothy Woodfield.
New Britain Herald—Ruth Ramsey.
New Haven Register—Ruth Quint.
South Norwalk Sentinel—Anne Bridge.
Trinidad Chronicle News—Miss Dolores Piested.
Waterbury Republican & American—Marie Hart.

#### DELAWARE

Wilmington Delmarva Star—E. R. Keim.
Wilmington Journal—Miss Elizabeth M. Bullock, Miss Ruth Anne Rusell.
Wilmington News—Miss Wilhelmina Syfrit, Miss Winifred Broadbent.

#### DISTRICT OF COLUMBIA

Washington News—George Abell.
Washington Post—Evelyn Peyton Gordon.
Washington Star—Sallie V. H. Pickett.

#### FLORIDA

Bartow Polk County Record—Charlotte Varn.
Daytona Beach News Journal—Kay George.
Fort Myers News-Press—Margaret Mickle.
Fort Pierce News Tribune—Mrs. Meryl Rigdon Scott.
Gainesville News—Mrs. A. M. Edwards.
Gainesville Sun—Miss Sophie Buckhim.
Jacksonville Journal—Mary Turck Hanscomb.
Lakeland Ledger & Star-Telegram—Mrs. Marjorie Hetherington Smith.
Lakeland News—Mrs. Mildred Gant.
Miami Herald—Miss Jefferson Bell.
Miami News—Mrs. W. M. Massengale.
Palatka News—Mary Memrie James.
St. Augustine Record—Phyllis W. Usina.
St. Petersburg Independent—Cecelia Fickling.
Stuart News—Sudie Johnson.
Tampa Times—Sarah Keller.
Tampa Tribune—Mrs. W. B. Curtis.
West Palm Beach Times—Berthe E. Neil.
Winter Haven Chief—Miss Kathleen Kavanaugh.

#### GEORGIA

Albany Herald—Mrs. Martha Nall.
Americus Times Recorder—Ann Walker.
Atlanta Georgian—Mrs. Elizabeth W. Hunt.
Atlanta Journal—Mrs. Edward van Winkle.
Augusta Herald—Miss Julia B. Moore.
Columbus Ledger Enquirer—Miss Latimer Watson.
Griffin News—Miss Leila Hooks.
Macon News—Miss Blythe McKay.
Macon Telegraph—Mrs. Emily Tribble.
Moultrie Observer—Annie Mae Adams.
Savannah News—Miss Catherine Charlton.
Savannah Press—Miss Catherine Charlton.
Tifton Gazette—Miss Leola Greene.

#### HAWAII

Honolulu Advertiser—Edna B. Lawson.
Honolulu Nippu Jiji—S. Soga.
Honolulu Star Bulletin—Mrs. Lorin T. Gill.

#### IDAHO

Boise Capital News—Mrs. Laurence T. Smith.
Coeur D'Alene Press—Frances Cope.
Lewiston Tribune—Mrs. R. E. Hanrahan.
Pocatello Tribune—Myra Mullen.
Twin Falls Idaho Times—Evelyn McMillen.

#### ILLINOIS

Alton Telegraph—Miss Alice Ringman.
Belleville News-Democrat—Mrs. Alma E. Kern.
Bloomington Pantagraph—Mrs. Grace J. Austin.
Canton Ledger—Lois Stimeling.
Centralia Sentinel—Mrs. Glenna O'Keefe.
Champaign News Gazette—Grace Ervin.
Chicago Herald & Examiner—Mrs. Helen S. Young.
Chicago News—Miss Leola Allard.
Chicago Tribune—India Moffett.
DuQoin Call—D. A. Purdy.
Evanston News Index—Eleanor Bauer.
Freeport Journal Standard—Henrietta S. Hill.
Galesburg Register Mail—Mrs. Hazel Hurley.
Harrisburg Register—Miss Alta Givens.
Joliet Herald-News—Mrs. H. A. Carlson.
La Salle Post-Tribune—Clara Monari.
Lincoln Courier—Miss Dolly Esders.
Macomb Journal—Mrs. Vail Morgan.
Marion Post—Ethel T. Holland.
Marion Republican—Mrs. W. O. Paisley.
Moline Dispatch—Mabel Eley.
Monmouth Review Atlas—Martha Clark.
Murphysboro Independent—Maxine B. Butcher
Ottawa Republican Times—Geraldine Murphy.
Pekin Times—Marian Lampitt.
Peoria Journal-Transcript—Erma Robinson.
Peoria Star—Mrs. Martha Hulsebus.
Quincy Herald Whig—Elisabeth Wilson.
Robinson News—Anne P. Lewis.
Rock Island Argus—Althea Wilson.
Rockford Journal—Roma Lindstrom.
Springfield Illinois State Journal—Miss Ferne M. Lippott.
Springfield Illinois State Register—Mrs. Lillian Blauvelt.
Waukegan News-Sun—Mary Seeger.
West Frankford American—Jean Elkins.

#### INDIANA

Attica Ledger-Tribune—E. L. Ray.
Brazil Times & News—Miss Helen L. Woolf.
Columbia City Commercial-Mail—Gertrude Meredith.
Columbia City Post—Gertrude Meredith.
Connersville News Examiner—Ethylsa Lydy.
Elkhart Truth—Anne H. Pribble.
Evansville Press—Mrs. Mary Hinkle Steel.
Fort Wayne Journal Gazette—Mrs. Helen Achenbach.
Fort Wayne News-Sentinel—Phyllis Toothill.
Frankford Times—Mrs. Fanelia Robertson.
Gary Post-Tribune—Mrs. R. K. Pritchard.
Huntington Herald Press—Liliosa Eisenhaver.
Indianapolis News—Hilda Hibben.
Indianapolis Star—Kathryn Pickett.
Indianapolis Times—Beatrice Burgan.
Kokomo Tribune—Frieda Haseltine.
Lafayette Journal & Courier—Miss Pearl Hoffman.
La Porte Herald-Argus—Alberta Homann.
Lebanon Reporter—Sarah Jane Ritchie.
New Castle Courier Times—Helen Taylor.
Peru Tribune—Marion Kreutzer.
Rochester News Sentinel—Kathleen Mullican.
Rushville Republican - Telegram — Miss Margaret Trader.
Seymour Tribune—Margaret McBride.
South Bend News-Times—Dorothy Konold.
South Bend Tribune—Bess Staples.
Sullivan Times—Irene Mattix.
Terre Haute Tribune & Star—Frances Hughes.
Valparaiso Vidette Messenger—Margaret Van Arsdel.
Vincennes Sun-Commercial—Mrs. Flora A. Curtis.
Warsaw Times—Miss Audrey Davis.

#### IOWA

Atlantic News Telegraph—Arden H. Mills.
Boone News-Republican—Irma I. Masterson.
Burlington Hawk-Eye Gazette—Lucile Weinvich.
Cedar Falls Record—Miss Alice Purcell.
Cedar Rapids Gazelle—Grace Glass.
Cherokee Times—Ruth Ellen Lovrien.
Clinton Herald—Mrs. Estelle LePrevost.
Creston News Advertiser—Margaret Black.
Davenport Times—Miss Agnes Abrahamson.
Des Moines Register & Tribune—Elizabeth Z. Metcalf, Marjorie S. Irvin.
Dubuque Catholic Tribune—Miss Lucy Meuer.
Dubuque Telegraph-Herald & Times-Journal—Ann Bormann.
Fort Madison Democrat—Helen Morrisson.
Keokuk Gate City—Miss Laura Alton.
Newton News—Miss Winifred Bond.
Ottumwa Courier—Mary Holman.
Shenandoah Sentinel—Mrs. J. Edgar Fletcher.
Sioux City Tribune—Miss Pauline Betz.
Washington Journal—Allene Milligan.

#### KANSAS

Arkansas City Traveler—Mrs. H. H. Hill.
Burlington Republican—Mrs. Bill Batdorf.
Caldwell Messenger & News—Miss Mary Kay Collins.
Caney Chronicle—Mrs. L. T. Perrill.
Chanute Tribune—Bernice Gardner.
Coffeyville Journal—Josephine Bryant.
Concordia Blade-Empire—Lillie Cook.
Council Grove Republican—Irma Ensminger.
El Dorado Times—Alice Cameron.
Emporia Gazette—Miss Clarice Hausam.
Garden City Telegram—Mac Purdy.
Great Bend Tribune—C. R. Townsley.
Independence Reporter—Wilma Wood.
Kansas City Kansan—Peggy McNarrey.
Lawrence Journal World—K. Wilson.
Manhattan Chronicle & Mercury—Miss Charlotte Mutschler.
Neodesha Sun—Pearl Pettit.
Newton Kansas Republican—Evelyn B. Crandall.
Ottawa Herald—Miss Mersal Sullivan.
Pittsburg Headlight & Sun—Florence McLean.
Topeka Capital—Ada Montgomery.
Topeka State Journal—Sue R. Duvant.
Wichita Beacon—Jane Evans.
Winfield Courier—Miss Harriot Haskell.

#### KENTUCKY

Bowling Green Times Journal—Mrs. Tom Cheek.
Danville Kentucky Advocate—Elizabeth King Noonan.
Hopkinsville Kentucky New Era—Mrs. Jess Harton.
Lexington Herald—Miss Mary Bryan.
Lexington Leader—Helen Howard.
Louisville Courier-Journal—Emma Laving.
Louisville Herald-Post—Margaret Keith Underwood.
Louisville Times—Miss Marion Green.
Madisonville Messenger—Mrs. Barret Holloway.
Owensboro Messenger Inquirer—Mabel D. Brown.
Paducas Sun-Democrat—Louise Livingston.

#### LOUISIANA

Alexandria Town Talk—Mrs. George M. Whitney.
New Orleans Item-Tribune—Mrs. Allen Huggins.

#### MAINE

Bangor News—Nellie M. Penley.
Biddeford Journal—Mrs. Elizabeth Radcliffe.
Portland Express-Press Herald & Telegram —Miss Marguerite G. Kerr, Mrs. Thelma Johnson, Miss M. Gladys Merrill.
Waterville Sentinel—Beth E. Haines

#### MARYLAND

Annapolis Capital—Ann Dorsey.
Baltimore Post—Rosalind White.
Cumberland News—Margaret E. Coulehan.

#### MASSACHUSETTS

Arlington News—Thorley.
Beverley Times—L. P. Stanton.
Boston American & Advertiser—Lucy B. Tracy.
Boston Post—C. E. L. Wingate.
Boston Record—Harold Crawford.
Boston Transcript—Judith English.
Everett News—Dorothy Stacy.
Fall River Herald News—Christina V. Chippendale.
Framingham News—Betty Dudley.
Gardner News—Thomas F. Flynn.
Haverhill Gazette—Mrs. Eva Brooks Flinn.
Holyoke Transcript Telegram—Miss Jeanne Taylor.
Lowell Courier Citizen & Leader—J. Roberta Mountford.
Medford Mercury—Mrs. I. F. Thorley.
Salem Tribune—Anne Manino.
Southbridge News—Estelle Benoit.
Springfield Union—Ione F. Winans.
Worcester Post—Anna L. Hurley.

#### MICHIGAN

Adrian Telegram—Madge A. Millikin.
Albion Recorder—Mrs. Floyd Eastman.
Battle Creek Enquirer-News—G. Gertrude Walker.
Battle Creek Moon Journal—Mrs. R. C. Talbot & Miss Jean Leonard.
Benton Harbor News-Palladium — Miss Sarah Van Camp.
Big Rapids Pioneer—Mrs. A. Clark.
Cadillac News—June Van Valkenburgh.
Cheboygan Tribune—Alta L. Riggs.
Coldwater Reporter—Lelia Westendarp.
Detroit Free Press—Marjorie Avery.
Detroit News—Susan Breuckman.
Escanaba Press—Miss Amy Bolger.
Flint Journal—Kathryn A. Halligan.
Grand Haven Tribune—A. H. Bos.
Grand Rapids Herald—Frances Harland.
Grand Rapids Press—Mrs. Lowell Palmer.
Iron Mountain News—Mrs. E. Russert.
Lansing State Journal—Ruth J. Richards.
Muskegon Chronicle—Mrs. M. E. K. Gunn.
Port Huron Times Herald—Miss Julia Elliott & Miss Jane Mahon.
Sault Ste Marie News—Helen D. Osborn.

#### MINNESOTA

Albert Lea Tribune—Frances C. Walton.
Austin Herald—Marie Helebrant.
Fairmont Sentinel—Mildred E. Ringeisen.
Hibbing Tribune—Eula B. Oliver.
Minneapolis Star—Agnes Taaffe.
Minneapolis Tribune—Florence Taaffe.
Owatonna People's Press—Geo. F. Darby.
St. Cloud Times Journal—Miss Lydia Gorman.
St. Paul News—Elsie Rugg.
South St. Paul Reporter—Miss Clara Mikkelson.
Virginia Enterprise—Miss Mary Jane Perry & Miss Ruth Anderson.
Willmar Tribune—Mary Vail.

#### MISSISSIPPI

Clarksdale News—Lois J. Schultz.
Greenville Democrat-Times—Mrs. L. P. Smith.
Greenwood Commonwealth—Mrs. Edwin L. Stainton.
Jackson Clarion-Ledger—Mrs. J. W. Crisler.
Laurel Leader Call—Miss Louise Gardinier.
Meridian Star—Miss Louise Green.
Tupelo News—Mrs. W. H. Daniels.

#### MISSOURI

Boonville News—Mrs. Lyndon Phillips.
Boonville Republican-Sun—Dorothy Stammerjohn.
Carthage Press—Miss Merle Benedict.
Chillicothe Constitution-Tribune — Mary Broaddus.
Independence Examiner—Susennoh Gentry.
Jefferson City Post Tribune—Leola Mae Miller.
Joplin Globe & News-Herald—Elizabeth R. Molloy.
Kansas City Journal-Post—Miss Ethel McDonald.
Kansas City Star—Miss Judd Hale.
Kirksville Express & News—Pearl Nicolson.
Mexico Intelligencer—Janice M. Emmons.
Moberly Monitor-Index—Mrs. Irene Appelman.
Monett Times—Gussye M. Gallaway.
Poplar Bluff American Republic—W. W. Horton.
Springfield News & Leader & Press—Carolyn Plummer, Esther McGuire.
St. Joseph News Press & Gazette—Ada Lyon, Deedie May Austin.
St. Louis Globe-Democrat—Emilie Alcock.
St. Louis Star Times—Edith Virginia Young.
Warrensburg Star-Journal—Miss Caroline Anderson.

#### MONTANA

Billings Gazette—Miss Ann Jones.
Livingston Enterprise—Keith Botterud.

#### NEBRASKA

Beatrice Sun—Miss Hazel Sabin.
Columbus Telegram—John McMahon.
Falls City Journal—Rosetta Hahn.
Fremont Tribune—Florence Swihart.
Hastings Tribune—Mrs. Gertrude MacLaughlin.
Kearney Hub—Elmont Waite.
Lincoln Star—Lynelle Greer.
Nebraska City News-Press—Ann E. Wary.
Omaha Bee News—Margaret Nattinger.
Omaha World Herald—Josephine Schurman.

#### NEVADA

Reno Nevada State Journal—Alice Melackey.

#### NEW HAMPSHIRE

Concord Monitor-Patriot—Irene Shook.
Laconia Citizen—Ebba M. Janson.

#### NEW JERSEY

Atlantic City Press Union—Marie Leeds.
Bayonne Times—Miss Renee Berg.
Camden Post-Courier—Irene Frost.
Hackensack Bergen Record—Miss Helen Hammalian.
Long Branch Record—Miss Elizabeth Jackson.
Morristown Record—Marian Griffin.
Newark Call—Myra Thomas.
Newark Ledger—Adelaide Wilson.
Newark News—Raymond Gray.
Newark Star Eagle—Miss Virginia Lee.
New Brunswick Home News & Times—Lorena Vincent.
Passaic Herald News—Ellen W. Moser.
Paterson Call—Helen Galbreath.
Trenton State Gazette & Times Advertiser —Dorothy Rehrig, Mildred A. Tyrrell.
Trenon Times—Mildred Tyrrell.

(*Continued on page 199*)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(Continued from page 198)

**Society Editors—(Continued)**

### NEW MEXICO

Albuquerque Journal—Harriet Monk.
Albuquerque Tribune—Harriet Monk.
Raton Range—Mrs. Iola D. Zook.
Tucumcari News—Pauline D. Sartain.

### NEW YORK

Albany Knickerbocker Press—Katherine P. Patrick.
Albany News—Gertrude E. Miller.
Amsterdam Recorder—Mrs. Geo. Wilkins.
Binghamton Press—Mrs. Lucia Ives.
Buffalo Courier Express—Anne Stewart.
Buffalo Times—Mary B. Richmond.
Canandaigua Messenger—Catherine E. Welch.
Corning Leader—Mildred A. Kettyle.
Freeport Hempstead Nassau Review—Miss Olive Hurlburt.
Lynbrook Nassau Star—Elsie Weisman.
Middletown Times Herald—Mildred Parker.
Newburgh Beacon News—Mrs. Louise Sieweki.
Brooklyn Advocate—Lorraine Ellen Royal.
Brooklyn Eagle—Nella Brown.
Brooklyn Times Union—Dorothy White.
New York American—Maury H. B. Paul.
New York Herald Tribune—Howard White.
New York Mirror—Barclay Beekman.
New York Post—Madeline Riordan.
New York Sun—Cecil J. Allen
New York Times—Frank L. Baker.
New York World Telegram—Paul Stewart.
Queens (Jamaica) News—R. J. Linehan.
Jamaica Long Island Press—Lucille Webster.
Niagara Falls Gazette—Miss Frances Ardian.
Norwich Sun—Rose Shriber.
N. Tonawanda News—Lodema Rafter.
Nyack Journal News—Catherine Toche.
Olean Times Herald—Helen O'Hara.
Oneonta Star—Miss Virginia Parkhurst.
Oswego Palladium Times—Miss Josephine Pidgeon.
Poughkeepsie Eagle News—Rose Shames.
Poughkeepsie Star & Enterprise—Laura C. Russell.
Rochester Democrat & Chronicle—Eunice H. Yeaw.
Rochester Times Union—Carolyn Reichard.
Salamanca Republican Press—Mrs. Arlene Ambuske.
Schenectady Gazette — Mrs. Florence Strong.
Schenectady Union Star—Marie A. Cullen.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Post Standard—Mrs. J. B. Barrett.
Troy Times—Rose W. Einhorn.
Utica Observer Dispatch—Alberta Dickinson.
Utica Press—Mrs. Edna R. Coe.
White Plains Reporter—Miss Ella Lowe.
Yonkers Record—John Brennan.

### NORTH CAROLINA

Asheville Citizen & Times—Mrs. L. E. Fisher, Miss Ruth Penland.
Burlington Times News—Miss Lyla Brown.
Charlotte News—Alice Buchanan.
Concord Tribune—Mrs. W. M. Sherrill.
Fayetteville Observer—Augusta Currie.
Gastonia Gazette—Zoe K. Brockman.
Greenville News—Miss Tutie McGee.
Greenville Piedmont—Mrs. W. P. Barton.
Hendersonville Times News—Mrs. C. R. McManaway.
Kinston Free Press—Justine D. Daughtridge.
New Bern Sun Journal—Miss Gertrude Carraway.
New Bern Tribune—Miss Mildred Chadwick.
Raleigh News & Observer—Mrs. Betsy F. McKevlin.
Rocky Mount Telegram—Mrs. P. L. Higpen.
Salisbury Post—Mary K. Linn.
Statesville Daily—Miss Willie B. Nicholson.
Wilson Times—Mrs. B. R. Davis.

### OHIO

Akron Times Press—Ellen Paige.
Ashtabula Star Beacon—Margaret Renaud.
Athens Messenger—Marian Bush Snyder.
Bowling Green Sentinel Tribune—Minniebelle Conley.
Bucyrus Telegraph Forum—Esther Smith.
Canton Repository—Chloe Ball.
Cincinnati Enquirer—Miss Marion Deveraux.
Cincinnati Post—May Dearness.
Cincinnati Times Star—Mrs. Carmichael.
Cleveland News—Katherine Scribner.
Cleveland Press—Juanita Clark.
Columbus Citizen—Miss Charlotte Sherwood.
Columbus Ohio State Journal—Sara Stanley.
Dayton News—Elizabeth Lyman.
Dayton Herald—Virginia Davis.
Dayton Journal—Ethel Groth.
Defiance Crescent News—Mildred Stevens.
Delaware Gazette—Miss Elsie Leady.
Dover Reporter—Myfanwy Braun.
East Liverpool Review—Sara Vodrey Gardner.
Findlay Republican Courier—Helen Love.
Fostoria Review—Ange Fletcher Cole.
Fostoria Times—Irma A. DeVore.
Fremont Messenger—Miss Fannie Niebling.
Fremont News—Miss Rita Gfell.
Galion Inquirer—Miss Berneice Castle.
Lancaster Eagle—Esther Murdock.
Lancaster Gazette—Blanche Zink.
Lima News—Evelyn Stevenson.
Lorain Journal & Times Herald—Mrs. Rhea Soper Eddy.
Manchester Signal—V. H. Wilkerson.
Mansfield News Journal—Mrs. Phylis Oster.
Marietta Times—Virginia Reckard.
Massillon Independent—Mrs. E. Koons.
Middletown Journal—Mrs. Gladys Diver.
Mount Vernon Banner—Mrs. Eleanore G. Reese.
Mount Vernon Republican News—Miss Josephine Lee.
Newark Advocate & American Tribune—Miss Hazel Kirk.
Palestine Leader—Margaret Gilbert.
Pomeroy Tribune & Telegraph—Adele Schoenlein, Virginia Gregg.
Portsmouth Times—Mary Elizabeth Schwartz.
Ravenna Record—Mrs. Leona Shaffer.
Tiffin Advertiser Tribune—Mrs. Ruth Kramer.
Toledo Blade—Louise Carr.
Toledo News Bee—Helen Foote Graham.
Toledo Times—V. Ida Rheinfrank.
Toronto Tribune—Lucille Richmond.
Troy News—Miss Blanche McCann.
Urbana Citizen—Mrs. Kathryn Houk.
Wellsville News—Mrs. Francis Monough.
Wilmington News Journal—Dora Stautner.
Wooster Record—Edna G. Snyder.
Zanesville Times Recorder & Signal—Claire Herbert, R. Riggs.

### OKLAHOMA

Alva Review Courier—Miss Maxine Mitchell.
Anadarko News—Miss Mayme Gilmore.
Bartlesville Enterprise—Meda Smith.
Bartlesville Examiner—Nannette Morrison.
Bristow Record—Mrs. C. D. Covey.
Chickasha Express—Miss Sarah Ellis.
Duncan Banner—Mrs. B. L. Abernethy.
Elk City News—Clarece Ann Sheets.
Enid News & Eagle—Evelyn Messer.
Hobart Democrat Chief—Merle Jeffery.
Hugo News—Mrs. D. T. Pardue.
Oklahoma News—Irene Bowers Sells.
Oklahoma City Oklahoman & Times—Ina Gainer, Virginia Love.
Pawhuska Journal Capital—Miss Irene Wovten.
Perry Journal—Wilma Thrash.
Sapulpa Herald—Faye Reece Dunlap.
Sayre Headlight Journal—Louise Wall.
Seminole Producer—Charlotte Mansur.
Shawnee News & Star—Mrs. Earl Baker.
Tulsa World—Sara Davidson.
Vinita Journal—Eudotia Stokes.

### OREGON

Albany Democrat Herald—Ianthe Smith.
Corvallis Gazette Times—Merle Hollister.
Grants Pass Courier—Louise DeVoe.
Marshfield Coos Bay Times—Lucille McLain.
Medford Mail Tribune—Mrs. Eva Nealon Hamilton.
Oregon City Enterprise—Myra Adcock.
Pendleton East Oregonian—Mrs. Elsie Dickson.
Portland News Telegram—Janet Wentworth.
Portland Oregon Journal—Ruth Hopkins.
Salem Oregon Statesman—Jessie Steele.

### PENNSYLVANIA

Allentown Chronicle & News—Martha Schlotterer.
Ambridge Citizen—Ruth Walter.
Ardmore Main Line Times—Miss Eleanor Mulholland.
Beaver Times—Gladys Gibbons.
Beaver Falls News Tribune—Miss Margaret Bradshaw.
Braddock News Herald—Margaret Wolff.
Bradford Era—Mary Yvo Flanigan.
Chambersburg Public Opinion—Lydia C. Heller.
Chester Times—Mrs. Robt. M. Coates.
Connellsville Courier—Miss Lynne B. Kincell.
E. Stroudsburg Sun—Bobby Price.
Erie Dispatch Herald—Dorothy Kinney.
Erie Times—Mary McKee.
Greenville Record Argus—Frances M. Eastlake.
Hanover Sun—Miss Carrie M. Flickinger.
Harrisburg Telegraph—Mrs. L. H. Harris, Virginia Koons.
Indiana Gazette—Mrs. Isabelle Sutton.
Johnstown Democrat—Gladys Haase.
Lancaster Intelligencer Journal—Miss Elinor Hurshman.
Lancaster New Era—Mary G. Kroeger.
Lewistown Sentinel—Norma Michael.
Lock Haven Express—Margaret Hennessey.
Meadville Tribune Republican—Miss Gertrude Thomas.
Mechanicsburg Local News — Martha Roudymaker.
Monessen Independent—Besse M. Dowler.
New Castle News—Miss Jean Glenn.
Norristown Times Herald—Miss Margaret Weaver.
Oil City Derrick—Miss Betty Kramer.
Philadelphia Public Ledger—A. G. W. Mends.
Philadelphia Record—Judith Jennings.
Pittsburgh Post Gazette—Mrs. Anne Ryan Lesh.
Pittsburgh Press—Evelyn Burke.
Pottstown Herald—Miriam Weinstock.
Pottstown Mercury—Agnes Prince.
Punxsutawney Spirit—S. S. Smith.
Reading Times—Frances M. Hamel.
Scranton Scrantonian—Miss Elizabeth Reynolds.
Scranton Times—Leona Fay.
Sharon Herald—Miss Rowena Weaver.
Sharon News Telegraph—Miss Gertrude Myers.
Tarentum Valley News—Freida Dudt.
Upper Darby Chronicle—Melynda K. Walton.
Waynesboro Record Herald—Marcella Bowers Wachter.
Wilkes Barre Times Leader—Mrs. Gertrude C. Thomas.
York Gazette & Daily—Miss Mary McManus.

### RHODE ISLAND

Newport News—Emil E. Jemail.
Pawtucket Times—Joseph Costello.
Providence Journal & Bulletin—Alice Dyer.
Providence Journal—Alice Dyer.
West Warwick Pawtuxet Valley Times—Hazel L. Pullen.
Woonsocket Call—Elinor V. Arnold.

### SOUTH CAROLINA

Greenwood Index Journal—Miss Frances Lide.
Spartanburg Herald Journal—Mrs. M. A. Phifer, Miss Hattie Boyd.

### SOUTH DAKOTA

Aberdeen American News—Miss Mildred Anderson.
Huron Huronite—Margaret Blystone.
Lead Call—Lee A. Shoff.
Pierre Capital Journal—Evelyn M. Swartz.
Rapid City Journal—Bessie M. Kennedy.
Sioux Falls Argus & Leader—Nettie B. Cardin.
Watertown Public Opinion—Mrs. Geo. B. Elliott.
Yankton Press & Dakotan—Ida M. Rees.

### TENNESSEE

Athens Post Athenian—Mrs. Daisy Rice Spradling.
Chattanooga News—Miss Adelaide Cooke.
Chattanooga Times—Nellie Wise Turner.
Clarksville Leaf Chronicle—Etha O'Neal.
Columbia Herald—Miss Lucia Brown.
Elizabethton Star—Miss Catherine Thomas.
Knoxville Journal—Patty Boyd.
Knoxville News Sentinel — Catherine Hooper.
Memphis Commercial Appeal—Frances Durham.
Memphis Press Scimitar—Pearl Ray Cox.
Nashville Banner—Fern-ne Pride.
Trenton Bulletin—Mrs. Sudie Pyatt Miller.
Union City Messenger—Mary W. Howard.

### TEXAS

Amarillo Globe & News—Miss Sophie Meyer.
Austin American Statesman—Mrs. Buck Hood, Mrs. M. C. Cook.
Big Spring Herald—Ona Reagan Parsons.
Borger Herald—Miss Winifred Zingery.
Center News—Mrs. Jas. G. Rogers.
Corpus Christi Caller Times—Stella E. Roach.
Dallas Dispatch—Miss Ruby McKee.
Dallas News—Miss Mary Toomey.
Dallas Times Herald—Allena Duff James.
Denton Record Chronicle—Mrs. Nettie Edwards.
Eastland Telegram—Mrs. Elva H. Jackson.
El Paso Herald Post—Betty Luther.
El Paso Times—Ollie P. Lansden.
Fort Worth Press—Mrs. Edith Guedry.
Fort Worth Star Telegram—Mary Sears, Nedra Jenkins.
Galveston News-Tribune—Virginia Gwin, Sara Ellen Davidge.
Goose Creek Sun—Miss Lauerne Hester.
Harlingen Valley Star — Miss Beatrice Weathers.
Henderson News—Annibene Nutt.
Hillsboro Mirror—Miss Thelma D. Webb.
Houston Post—Mrs. Velma Soule.
Houston Press—Grace Calvin.
Kaufman Herald—Mrs. G. C. Baker.
Lubbock Avalanche & Journal — Mrs. Blanche Wilson.
McKinney Courier Gazette—Mrs. J. Ollie Smith.
Palestine Herald—Mrs. T. J. Carlisle.
Paris News—Miss Maude Neville.
Plainview Herald—Helen Martin.
San Angelo Standard-Times—Miss Ruby Lewis.
Sherman Democrat—Mrs. Fern Jefferson.
San Marcos News—Mrs. J. W. Ansell.
Sulphur Springs News Telegram—Miss Mary McDonald.
Tyler Courier Times Telegraph—Sarah McClendon.
Wichita Falls Times & Record News—Mrs. Mabel Clement, Mrs. L. N. Cason.
Yoakum Herald—Billie Bass.

### UTAH

Ogden Standard Examiner—Mrs. Mary Boyd.
Provo Herald—Ethel Rambeau.
Salt Lake City Deseret News—Winnifred Willey.
Salt Lake City Tribune Telegram—Mrs. W. M. McCrea, Mrs. Edith M. Hines.

### VERMONT

Bennington Banner—Agnes E. Rockwood.

### VIRGINIA

Bristol Herald Courier—Mrs. G. C. Childress, Mrs. Nat Copenhaver.
Covington Virginian—Mrs. Alma Brady.
Danville Register & Bee—Kate Wilkinson.
Newport News Press & Times Herald—Mrs. Margaret Flanagan.
Richmond News Leader — Miss Mary Traylor.
Richmond Times Dispatch—Miss Mary B. Hobson.
Waynesboro News Virginian—Emily Spilman.

### WASHINGTON

Aberdeen World—Primrose Rupp Hinton.
Centralia Chronicle—Marjorie Ort.
Ellensburg Record—Miss Elisabeth Kaynor.
Everett News—Arline Smith.
Kelso Tribune—Mrs. D. F. McKenna.
Longview News—Ruth Sweeney.
Olmpia Olympian—Helen Kammeyer.
Seattle Star—Lillian A. LeBallister.
Seattle Times—Marie Newberger.
Spokane Press—Dorothy Copeland.
Tacoma News Tribune—Mrs. Mary Stacy Thomson.
Vancouver Columbian—Patricia Ryan.
Walla Walla Bulletin—Miss Iris L. Little.

### WEST VIRGINIA

Beckley Post Herald & Register—Mrs. Lydia Sessions, Mrs. H. E. Ames.
Charleston Gazette—Mrs. Irving L. Murray.
Clarksburg Exponent Telegram—Miss Margaret Tucker, Mrs. Virginia F. Bates.
Martinsburg Journal—Miss Ruth B. Willey.
Morgantown Dominion News & Post—Maud A. Patterson, Betty Chadwick.
Parkersburg News—Mayre Spencer.
Parkersburg Sentinel—Theresa Kivlehan.
Point Pleasant Register—Anita I. Hite.
Welch News—Mrs. L. L. Drewry.
Wheling Register—Zita Pizar.

### WISCONSIN

Appleton Post Crescent—Nellie Chamberlain.
Ashland Press—Marion Merritt.
Beaver Dam Citizen—Miss Ruth Kopf.
Beloit News—Harriett C. Dawson.
Berlin Journal—Miss Mildred Nagle.
Eau Claire Leader Telegram—Elenore Dee.
Fond du Lac Wisconsin Commonwealth Reporter—Mabel Ford.
Janesville Gazette—Peg O'Brien.
Kenosha News—Marie Ludwig.
La Crosse Tribune & Leader Press—Susan McCabe.
Madison Capital Times—Mary Brandel.
Madison Wisconsin State Journal—Lucile Bohren Pyre.
Manitowoc Herald Times—Elizabeth Maier.
Marinette Eagle Star—Lillian G. Le Roy.
Marshfield News Herald—Carola Wright.
Merrill Herald—Alicia Curtis.
Milwaukee Journal——Marcella Salb.
Milwaukee Leader—Dorothy Axt.
Racine Journal Times—Dorothy Lawton.
Rhinelander News—Myrtle Borchardt.
Sheboygan Press—Selina Markwardt.
Two Rivers Reporter—Beatrice Gagnon.
Waukesha Freeman—Hazel Bivins.
Wisconsin Rapids Tribune—Carrol Bodette.

### WYOMING

Gillette Journal—Meriam Hicks.

## CANADA

### ALBERTA

Calgary Herald—J. M. Alexander.
Edmonton Journal—Miss Jessie Potter.

### BRITISH COLUMBIA

Nanaimo Free Press—Mrs. Barrie Goult.
Vancouver Sun—Mrs. H. E. Effinger.

### MANITOBA

Winnipeg Free Press—Mrs. C. E. L'Ami.
Winnipeg Tribune—Emily Boswell, Mrs. C. V. Alloway.

### NOVA SCOTIA

Halifax Herald & Mail—Miss A. Houston.

### ONTARIO

Chatham News—Mrs. Mary McCaig.
Galt Reporter—Miss K. Scott.
Hamilton Herald—Miss N. F. Henderson.
Kitchener Record—Miss Lila Donley.
Niagara Falls Review—Winifred Bevan.
Ottawa Citizen—Miss Bessie Watt, Miss Barber.
Ottawa Journal—Kay Dillon.
Port Arthur News Chronicle—Miss Clara Freiberg.
St. Catherines Standard—E. M. McKay.
St. Thomas Times Journal—Miss Gladys Elliot.
Sarnia Canadian Observer—Miss Ruth Henderson.
Sault Ste Marie Star—Mrs. I. M. Peycott.
Toronto Mail & Empire—Edith Adams.
Toronto Star—Miss Margaret E. Boultbee.
Toronto Telegram—Helen Allen.
Windsor Border Cities Star—Clarice Tapson.

### QUEBEC

Montreal Gazette—Miss I. Cains.
Montreal Herald—Helen Murphy.
Montreal La Patrie—Miss G. Gilbert.
Montreal Star—Miss G. Holland.
Quebec L'Evenement—M. Bernier.
Sherbrooke La Tribune—Miss Em. Couture.

### SASKATCHEWAN

Saskatoon Star Phoenix—Mrs. J. B. Gould.

## WOMAN'S PAGE EDITORS

### ALABAMA

Birmingham News & Age Herald—Mrs. C. F. Markell.
Birmingham Post—Alyce Billings.
Dothan Eagle—Miss Theo Hall.
Huntsville Register—Mrs. Roy E. O'Neal.
Mobile Press Register—Ann Battle.
Montgomery Advertiser—Mrs. Julia W. McKinney.

### ARIZONA

Phoenix Republic & Gazette—Mrs. Bille Harshberger, Mrs. J. B. Penfold.
Tucson Arizona Star—Lois Whisler.
Yuma Arizona Sentinel—Mrs. Sue Humphrey.
Yuma Sun—Thelma Molina.

### ARKANSAS

El Dorado News Times—Miss Frances Cordell.
Little Rock Arkansas Gazette—Nell Cotnam.

### CALIFORNIA

Colton Courier—Ione Kendall.
Corona Independent—Zella J. Bender.
Dinuba Sentinel—B. Ensign.
Eureka Humboldt Standard—Eleanor Rutledge.
Grass Valley Union—R. T. Ingram.
Hollywood Citizen News—Patricia Killoran.
Huntington Park Signal—Pauline Swanson.
Lodi News—Mrs. Emma Church.
Los Angeles Herald & Express—Hazel Blair Dodd.
Los Angeles Times—William J. Gaynor.
Marysville Appeal-Democrat—Mrs. Anna Moncur.
Monterey Peninsula Herald—Evelyn Zaches Londahl.
Napa Register—Mrs. Charles Marten.
Oakland Post-Enquirer—Howard Waldorf.
Oakland Tribune—Alice Rood.
Oceanside Blade Tribune—Ota Magee.
Pasadena Star News & Post—Miss Brown
Redlands Facts—Miss Marian Walker.
Redondo Beach South Bay Breeze—Blanche Friend Austin.
Sacramento Bee—Mila Landis.
Sacramento Union—Margaret Whalley.
Salinas Post—Corinne Lewis.
San Bernardino Sun & Telegram—Winifred Martin.
San Diego Sun—Etta Mae Wallace.

(Continued on page 200)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 199*)

**Women's Page Editors—Continued**

San Diego Union & Tribune—Irene M. Clark.
San Francisco Call-Bulletin—Edith Bristol.
San Francisco News—Elizabeth Briggs.
San Jose News—Ada Jane Kimball.
Santa Monica Outlook—Dorothy Warren.
Stockton Independent—Ruth Gray.
Stockton Record—Idamae Johnson.
Ventura Free Press—Grace Montfort.
Wilmington Press—Genevieve Williams.
Woodland Democrat—Elinor Hayes.

### COLORADO

Colorado Springs Telegraph-Gazette—Miss Ellen O'Connor.
Denver Rocky Mountain News—Alberta Pike.
Lamar Sparks—Dorothy Johnson.
Loveland Reporter-Herald—Mrs. R. W. Tesch.

### CONNECTICUT

Bridgeport Times Star—Winifred Nicholas.
Bristol Press—Mrs. Lincoln Johnson, Miss Katherine McHugh.
Hartford Times—Marian Murray.
Meriden Record—Julia Lansing Hull.
Middletown Press—Maud Aston.
New Haven Register—Ruth Quint.
So. Norwalk Sentinel—Anne Bridge.
Torrington Register—H. W. Kincherbocher.

### DELAWARE

Wilmington Delmarva Star—Helen O'Connor.

### DISTRICT OF COLUMBIA

Washington News—Betty Garnett.
Washington Star—C. E. Nelson.

### FLORIDA

Fort Myers News-Press—Margaret Mickle.
Jacksonville Journal—Mary Turck Hanscomb.
Lakeland Ledger & Star Telegram—Mrs. Marjorie Hetherington Smith.
Lakeland News—Mrs. Mildred Gant.
Miami Herald—Miss Freda Avant.
Miami News—Mrs. Addison Hale.
St. Petersburg Independent—Cecelia Fickling.
Tampa Times—Martha Spencer.
Tampa Tribune—Mrs. W. B. Curtis.
West Palm Beach Times—Berthe E. Neil.

### GEORGIA

Atlanta Journal—Linton Hopkins.
Griffin News—Miss Lelia Hooks.
Macon News—Miss Blyth McKay.
Macon Telegraph—Mrs. Emily Tribble.
Moultrie Observer—Annie Mae Adams.
Savannah News—Mrs. Jane Judge.
Savannah Press—Miss Dora Mendes.

### HAWAII

Honolulu Nippu Jiji—M. Hiruya.
Honolulu Star-Bulletin—Mrs. Lorin T. Gill.

### IDAHO

Boise Capital News—Mrs. Laurene T. Smith.
Pocatello Tribune—Myra Mullen.
Twin Falls Idaho Times—Evelyn McMillen.

### ILLINOIS

Belleville News-Democrat—E. A. Kern.
Bloomington Pantagraph—Mrs. E. B. Brindley.
Canton Ledger—Lois Stimeling.
Centralia Sentinel—Mrs. Glenna O'Keefe.
Champaign News Gazette—Grace Ervin.
Chicago American—Mrs. H. M. Berry.
Chicago Herald & Examiner—H. L. Rees.
Chicago News—Miss Leola Allard.
Chicago Times—Hazel Belle Perry.
Chicago Tribune—Kathleen McLaughlin.
Evanston News Index—Mary Kay Reif.
Freeport Journal Standard—Henrietta S. Hill.
Marion Post—Ethel T. Holland.
Marion Republican—Mrs. W. O. Paisley.
Ottawa Republican Times—Edythe M. White.
Peoria Journal-Transcript—Erma Robinson.
Peoria Star—Mrs. Martha Hulsebus.
Robinson News—Anne P. Lewis.
Rockford Journal—Roma Lindstrom.
Springfield Illinois State Register—Mrs. Lillian Blauvelt.
Waukegan News-Sun—Mary Seeger.

### INDIANA

Attica Ledger-Tribune—E. L. Ray.
Connersville News Examiner—Ethylsa Lydy.
Elkhart Truth—Maurice Frink.
Evansville Press—Miss Harriet Jenner.
Fort Wayne News-Sentinel—Helene R. Foellinger.
Hammond Times—Miss Kae Overlin.
Indianapolis News—Florence Webster Long.
Indianapolis Star—Kathryn Pickett.
Kokomo Tribune—Frieda Haseltine.
LaPorte Herald Argus—Alberta Homann.
New Castle Courier Times—Helen Taylor.
Peru Tribune—Marion Kreutzer.
South Bend News Times—Kathleen Smallzried.
South Bend Tribune—Anabee Lickey.
Sullivan Times—Mrs. Rachel Harris.
Terre Haute Tribune & Star—Mabel McKee, Anna Bowles Wiley.
Vincennes Sun-Commercial—Mary Dee.

### IOWA

Boone News-Republican—Mary T. Goldthwaite.
Burlington Hawk-Eye Gazette—Lucile Weinvich.
Cedar Falls Record—Miss Alice Purcell.
Creston News Advertiser—Margaret Black.
Des Moines Register & Tribune—Marjorie Mahaffa.
Dubuque Catholic Tribune—Miss Lucy Meuer.
Dubuque Telegraph-Herald & Times Journal—Ann Bormann.
Fort Madison Democrat—Helen Morrisson.
Keokuk Gate City—Miss Laura Alton.
Ottumwa Courier—Mary Holman.
Sioux City Tribune—Miss Pauline Betz.
Washington Journal—Ailene Milligan.

### KANSAS

Caldwell Messenger & News—Miss Mary Kay Collins.
Chanute Tribune—Bernice Gardner.
Coffeyville Journal—Josephine Bryant.
El Dorado Times—Alice Cameron.
Emporia Gazette—Miss Charlotte Lewis.
Garden City Telegram—Mac Purdy.
Independence Reporter—Wilma Wood.
Lawrence Journal World—K. Wilson.
Ottawa Herald—Marion Leigh.
Topeka Capital—Ada Montgomery.
Topeka State Journal—Sue R. Durant.
Wichita Beacon—Veta McMahan.
Winfield Courier—Miss Ruby Boory.

### KENTUCKY

Louisville Herald-Post—Martha Drake.
Louisville Times—Mrs. Ruth Abrams.
Owensboro Messenger Inquirer—Mabel D. Brown.
Paducah Sun-Democrat—Louise Livingston.

### LOUISIANA

New Orleans Item Tribune—Mrs. Barton Gihon.

### MAINE

Bangor News—Nellie M. Penley.
Waterville Sentinel—Beth E. Haines.

### MARYLAND

Baltimore Post—Rosalind White.
Cumberland News—Sara Roberta Getty.
Boston American & Advertiser—Agnes Brink.
Boston Post—C. E. L. Wingate.
Boston Transcript—Helen J. Lang.
Everett News—Dorothy Stacy.
Holyoke Transcript Telegram — Miss Jeanne Taylor.
Lowell Courier-Citizen & Leader—J. Roberta Mountford.
Lowell Sun—Miss Georgianna Paquette.
Medford Mercury—Mrs. I. F. Thorley.
Worcester Post—Anna L. Hurley.

### MASSACHUSETTS

Boston Christian Science Monitor—Millicent J. Taylor.
Chelsea Record—H. D. Hancock.
Springfield Union—Ione F. Winans.

### MICHIGAN

Adrian Telegram—Madge A. Millikin.
Battle Creek Moon Journal—Mrs. R. C. Talbot and Miss Jean Leonard.
Benton Harbor News-Palladium—Miss Sarah Van Camp.
Big Rapids Pioneer—Mrs. A. Clark.
Cadillac News—B. J. Huckle.
Cheboygan Tribune—Alta L. Riggs.
Detroit Free Press—Douglas D. Martin.
Detroit News—Mrs. C. N. Smith.
Escanaba Press—Miss Amy Bolger.
Flint Journal—Kathryn A. Halligan.
Grand Rapids Press—Lee M. Woodruff.
Ionia Sentinel-Standard—Grace Jones.
Iron Mountain News—Mrs. E. Russert.
Lansing State Journal—Ann Emmons.
Port Huron Times Herald—Miss Julia Elliott.
Sault Ste Marie News—Helen D. Osborn.

### MINNESOTA

Albert Lea Tribune—Frances C. Walton.
Fairmont Sentinel—Mildred E. Kingelsen.
Hibbing Tribune—Eula B. Oliver.
Minneapolis Tribune—Evon Nollette.
Owatonna People's Press—Geo. F. Darby.
St. Cloud Times Journal—Miss Lydia Gorman.
St. Paul News—Doris Bock.
Virginia Enterprise—Miss Mary Jane Perry and Miss Ruth Anderson.
Willmar Tribune—Mary Vail.

### MISSISSIPPI

Clarksdale News—Lois J. Schultz.
Greenwood Commonwealth—Mrs. Edwin L. Stainton.
Meridan Star—Miss Helen Crooks.

### MISSOURI

Boonville News—Mrs. Lyndon Phillips.
Boonville Republican-Sun—Mrs. E. J. Melton.
Independence Examiner—Susannah Gentry.
Joplin Globe & News Herald—Elizabeth R. Molloy.
Kansas City Journal Post—Mrs. Will Davis Rinkle.
Kansas City Star—Nell Snead.
Poplar Bluff American Republic—A. L. Wallhausen.
St. Joseph News-Press & Gazette—Anna Rutt, Deedie May Austin.
St. Louis Globe Democrat—Katharine Darst.
St. Louis Star Times—Mrs. Edith Mathews.

### MONTANA

Billings Gazette—Miss Ann Jones.
Livingston Enterprise—F. S. Powell.

### NEBRASKA

Lincoln Star—Lulu Mae Coe.
Omaha Bee News—Myrtle Mason.
Omaha World Herald—Elizabeth Kern.

### NEVADA

Reno Nevada State Journal—Alice Melackey.

### NEW HAMPSHIRE

Laconia Citizen—Ebba M. Janson.

### NEW JERSEY

Bayonne Times—Miss Renee Berg.
Camden Post & Courier—Isabel Ellis.
Hackensack Record—William Backus.
Long Branch Record—Miss Elizabeth Jackson.
Millville Republican—H. S. Tozar.
Newark Call—Josephine Laurence.
Newark Ledger—William Maxwell.
Newark News—Mrs. Edna A. W. Teall.
Newark Star Eagle—Miss Katherine Steelman.
Passaic Herald News—Margaret Ketcham.
Paterson Call—Helen Galbreath.
Trenton State Gazette & Times Advertiser—Dorothy Rehrig.
Trenton Times—Ena Cadman.
Union City Hudson Dispatch—Laura Ivins.

### NEW MEXICO

Raton Range—Mrs. Iola D. Zook.

### NEW YORK

Albany News—Gertrude E. Miller.
Binghamton Press—Charles Curtis.
Buffalo Courier Express—Anne Stewart.
Buffalo Times—Frank Lonergan.
Canandaigua Messenger — Catherine E. Welch.
Corning Leader—Mildred A. Kettyle.
Elmira Star Gazette & Advertiser—Geo. E. McCann.
Middletown Times Herald—Mildred Parker.
Newburgh Beacon News—C. D. Myers.
Brooklyn Advocate—Jennie La Mariana.
Brooklyn Eagle—Jane Corby.
Brooklyn Times Union—Alice Cogan.
New York American—Prunella Wood.
New York Post—Anne Hirst Curry.
New York Sun—Mary Watts.
New York Times—Miss Virginia Pope.
New York World Telegram — Gretta Palmer.
Jamaica Long Island Press—Lucille Webster.
Norwich Sun—Rose Shriber.
North Tonawanda News—Lodema Rafter.
Nyack Journal News—Winifred Van Duzer.
Oneonta Star—Miss Virginia Parkhurst.
Poughkeepsie Star & Enterprise—Laura C. Russell.
Rochester Democrat & Chronicle—Eunice H. Yeaw.
Schenectady Gazette—George Lindsey.
Schenectady Union Star—Marie A. Cullen.
Syracuse Herald—Mrs. E. H. Van Wormer.
Syracuse Post Standard—Mary Milda Zoretski.
Utica Observer Dispatch—Wm. J. Woods.
Utica Press—Mrs. K. Judson.
White Plains Reporter — Miss Terris Flintoff.
Yonkers Record—Vivien Mansell.

### NORTH CAROLINA

Burlington Times News—Miss Lyla Brown.
New Bern Sun Journal—Miss Gertrude Carraway.
New Bern Tribune—Miss Mildred Chadwick.
Raleigh News & Observer—Mrs. Betsy F. McKevlin.
Rocky Mount Telegram—Mrs. P. L. Higpen.
Salisbury Post—Mary K. Linn.
Statesville Daily—Miss Rosamond Clark.
Wilson Times—Mrs. B. R. Davis.

### OHIO

Akron Times Press—Mary Miller Brown.
Ashtabula Star Beacon—Margaret Renaud.
Athens Messenger—Marian Bush Snyder.
Bowling Green Sentinel Tribune—Minniebelle Conley.
Bucyrus Telegraph Forum—Evelyn Schieber.
Cincinnati Enquirer—Miss Mary Gorey.
Cincinnati Post—Genie Harms.
Cincinnati Times Star—Mrs. Sarah Austin.
Cleveland Press—Eta Wilson.
Columbus Citizen—Miss Charlotte Sherwood.
Columbus Ohio State Journal—Sara Stanley.
Dayton News—Blanche Goufault.
Dayton Herald—Merab Eberle.
Dayton Journal—Merab Eberle.
Defiance Crescent News—Mildred Stevens
Delaware Gazette—Miss Elsie Leady.
Fostoria Times—Irma A. De Vore.
Galion Inquirer—H. S. Cummins.
Lorain Journal & Times Herald—Mrs. Rhea Soper Eddy.
Manchester Signal—V. H. Wilkerson.
Mansfield News Journal—Phylis Oster (Mrs.).
Middletown Journal—Miss Alice Lloyd.
Mount Vernon Republican News—Miss Josephine Lee.
Newark Advocate & American Tribune—Miss Hazel Kirk.
Palestine Leader—Margaret Gilbert.
Tiffin Advertiser Tribune—Mrs. Ruth Kramer.
Toledo News Bee—Marie Cochran Hartough.
Toledo Times—Holly Barr.
Toronto Tribune—Lucille Richmond.
Wilmington News Journal—Dora Stautner.
Zanesville Times Recorder & Signal—Claire Herbert.

### OKLAHOMA

Alva Review Courier—Miss Maxine Mitchell.
Bartlesville Examiner—Nannette Morrison.
Enid News & Eagle—Evelyn Messer.
Oklahoma News—Irene Bowers Sells.
Pawhuska Journal Capital—Miss Irene Wovten.
Seminole Producer—Charlotte Mansur.
Tulsa World—Faith Hieronymus.

### OREGON

Albany Democrat Herald—Ianthe Smith.
Oregon City Enterprise—Wilma Stone.
Portland News Telegram—Ruth Adamson.
Roseburg News-Review—Lotus Knight Porter.
Salem Oregon Statesman—Jessie Steele.

### PENNSYLVANIA

Allentown Chronicle & News—Kathleen Vogt.
Ambridge Citizen—Ruth Walter.
Ardmore Main Line Times—Miss Eleanor Mulholland.
Beaver Times—Gladys Gibbons.
Beaver Falls News Tribune—Miss Margaret Bradshaw.
Braddock News Herald—Margaret Wolff.
Bradford Era—Mary Yvo Flanigan.
Chester Times—Mrs. Robt. M. Coates.
Easton Express—Miss Catharine McGrath.
E. Stroudsburg Sun—Bobby Price.
Erie Dispatch Herald—Miss Chatham.
Erie Times—Mary McKee.
Harrisburg Telegraph—B. C. Welker.
Johnstown Democrat—Georgia C. Bailey.
Lancaster Intelligencer Journal—Miss Janice Steinmetz.
Lancaster New Era—Mary G. Kroeger.
Lewistown Sentinel—Norma Michael.
Lock Haven Express—Margaret Hennessey.
Meadville Tribune Republican—Miss Gertrude Thomas.
Norristown Times Herald—Miss Margaret Weaver.
Philadelphia Public Ledger—Sidney Lear.
Philadelphia Record—Anne Hirst Curry.
Pittsburgh Post Gazette—Miss Susan Nevin.
Pottstown Herald—Miriam Weinstock.
Pottstown Mercury—Agnes Prince.
Punxsutawney Spirit—S. S. Smith.
Reading Times—Frances Hamel.
Scranton Scrantonian—Miss Elizabeth Reynolds.
Scranton Times—Emily Wilcox.
Tarentum Valley News—Freida Dudt.
Upper Darby Chronicle—Melynda K. Walton.
Wilkes Barre Times Leader—Miss Mary Hoffman.

### RHODE ISLAND

Pawtucket Times—Joseph Costello.
Providence Journal—Edith Nichols.
Providence Journal & Bulletin—Edith A. Nichols.
West Warwick Pawtuxet Valley Times—Hazel L. Fullen.
Woonsocket Call—Elinor V. Arnold.

### SOUTH CAROLINA

Spartanburg Herald Journal—Mrs. M. A. Phifer, Miss Hattie Boyd.

### SOUTH DAKOTA

Aberdeen American News—Miss Mildred Anderson.
Huron Huronite—Evelyn Coyne.
Rapid City Journal—Bessie M. Kennedy.
Sioux Falls Argus & Leader—Nettie B. Cardin.
Yankton Press & Dakotan—Ida M. Rees.

### TENNESSEE

Athens Post Athenian—Mrs. Daisy Rice Spradling.
Chattanooga Times—Jessie Turner.
Clarksville Leaf Chronicle—Etha O'Neal.
Knoxville Journal—Margaret Ragsdale.
Knoxville News Sentinel—Catherine Hooper.
Memphis Commercial Appeal—Marie Wathen.
Memphis Press Scimitar—Duke Wales.
Nashville Banner—Mary S. Douglas.

### TEXAS

Big Spring Herald—Ona Reagon Parsons.
Borger Herald—Miss Winifred Zingery.
Center News—Mrs. Jas. G. Rogers.
Corpus Christi Caller Times—Stella E. Roach.
Dallas Dispatch—Miss Ruby McKee.
Denton Record Chronicle—Mrs. Nettie Edwards.
Eastland Telegram—Mrs. Elva H. Jackson.
El Paso Times—Ollie P. Lansden.
Fort Worth Press—Mrs. Edith Guedry.
Harlingen Valley Star—Miss Beatrice Weathers.
Hillsboro Mirror—Miss Thelma D. Webb.
Houston Press—Grace Calvin.
Lubbock Avalanche & Journal—Mrs. Blanche Wilson.
Palestine Herald—Mrs. Carlisle.
Paris News—Miss Maude Neville.
Plainview Herald—Helen Martin.
San Angelo Standard-Times—Miss Ruby Lewis.
Sherman Democrat—Mrs. Fern Jefferson.
San Marcos News—Mrs. J. W. Ansell.
Sulphur Springs News Telegram—Miss Mary McDonald.
Tyler Courier Times Telegraph—Sarah McClendon.
Wichita Falls Times & Record News—Mrs. Mabel Clement, Mrs. L. N. Cason.

### UTAH

Provo Herald—Ethel Rambeau.
Salt Lake City Deseret News—Flora Myerhoffer.
Salt Lake City Tribune Telegram—Waide M. Condon, Mrs. G. F. Hickman.

### VIRGINIA

Covington Virginian—Mrs. W. E. Wadell.
Danville Register & Bee—Kate Wilkinson.
Newport News Press & Times Herald—Mrs. Margaret Flanagan.

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(*Continued from page 200*)

### Woman's Page Editors (Continued)

Richmond News Leader—Miss Katherine Warren.
Richmond Times Dispatch—Mrs. V. N. Miller.

### WASHINGTON

Aberdeen World—Primrose Rupp Hinton.
Bellingham News—Mrs. S. E. Rugg.
Centralia Chronicle—Marjorie Ort.
Ellensburg Record—Miss Elisabeth Kaynor.
Kelso Tribune—Mrs. D. F. McKenna.
Longview News—Ruth Sweeney and Virginia Semler.
Olympia Olympian—Helen Kammeyer.
Seattle Star—Madge Talmadge.
Spokane Press—Elizabeth Hewitt.
Tacoma News Tribune—Mrs. Page R. Hosmer.
Walla Walla Bulletin—Miss Iris L. Little.

### WEST VIRGINIA

Charleston Gazette—Clyde H. East.
Martinsburg Journal—Miss Ruth B. Willey.
Parkersburg News—Mayre Spencer.
Parkersburg Sentinel—Margaret McBride.
Point Pleasant Register—Anita I. Hite.
Welch News—Mrs. L. L. Drewry.
Wheeling Register—Betty Brice.

### WISCONSIN

Appleton Post Crescent—Nellie Chamberlain.
Berlin Journal—Miss Mildred Nagle.
Eau Claire Leader Telegram—Elenore Dee.
Janesville Gazette—Peg O'Brien.
Kenosha News—Marie Ludwig.
La Crosse Tribune & Leader Press—Susan McCabe.
Madison Capital Times—Mary Brandel.
Madison Wisconsin State Journal—Lucile Bohren Pyre.
Manitowoc Herald Times—Elizabeth Maier.
Merrill Herald—Carla Foster.
Milwaukee Journal—Aileen Ryan.
Milwaukee Leader—Ann Jochims.
Rhinelander News—Myrtle Borchardt.
Sheboygan Press—Selina Markwardt.
Waukesha Freeman—Hazel Bivins.

## CANADA

### ALBERTA

Calgary Herald—J. M. Alexander.
Edmonton Journal—Miss Kathleen Underwood.
Lethbridge Herald—Mrs. G. F. Bletcher.

### BRITISH COLUMBIA

Nanaimo Free Press—Miss Eileen Booth.
Vancouver Sun—Mrs. H. E. Effinger.

### MANITOBA

Winnipeg Tribune—Emily Boswell, Mrs. C. V. Alloway.

### NOVA SCOTIA

Halifax Herald & Mail—Miss A. Houston.

### ONTARIO

Belleville Ontario Intelligencer—Agnes Gallagher.
Chatham News—Mrs. Mary McCoig.
Guelph Mercury—Miss E. H. Brydon, Miss Margaret Harvey (Cookery).
Kitchener Record—Miss Lila Donley.
Niagara Falls Review—J. M. Cowan.
Ottawa Citizen—Miss Isabel Armstrong.
Ottawa Journal—Lesley Johnstone.
Port Arthur News Chronicle—Miss Clara Freiberg.
St. Catharines Standard—E. M. McKay.
St. Thomas Times Journal—Miss Gladys Elliot.
Toronto Mail & Empire—Bessie Ferguson.
Toronto Star—Miss Margaret E. Boultbee.
Toronto Telegram—Helen Allen.
Windsor Border Cities Star—Clarice Tapson.
Woodstock Sentinel Review—Miss Dorothy Thompson.

### QUEBEC

Montreal Gazette—Miss R. L. Shaw.
Montreal Herald—Helen Murphy (Children's Ed.), Edith Gibaut.
Montreal La Patrie—Miss G. Gilbert.
Montreal le Devoir—Jeanne Metivier.
Montreal Star—Miss E. Botting.
Quebec L'Action Catholique—Miss Jeanne Talbot.
Quebec L'Evenement—M. L. Collin.
Sherbrooke La Tribune—Mrs. E. L. Ranger.

### SASKATCHEWAN

Saskatoon Star Phoenix—Miss K. Robertson.

## AUTOMOTIVE EDITORS

### ALABAMA

Birmingham News & Age Herald—Stuart Riddle.
Birmingham Post—James Taylor.
Mobile Press Register—Howard K. Martin.
Montgomery Advertiser—R. B. Raney.

### ARIZONA

Phoenix Republic & Gazette—Frank Ross, Dan Crumley.

### ARKANSAS

Fayetteville Democrat—J. D. Hurst.
Litte Rock Gazette—Clyde Lewis.

### CALIFORNIA

Anaheim Bulletin—Lillian Winans.
Berkeley Gazette—H. W. Johnson.
Corona Independent—J. Eugene Blair.
Eureka Humboldt Standard—Don H. O'Kane.
Fresno Bee—Sid Halls.
Grass Valley Union—E. G. Kinyon.
Hollywood Citizen News—George Wheeler.
Huntington Park Signal—H. E. Johnson.
Lodi News—D. B. Rinfret.
Long Beach Press Telegram—Al Hosking.
Los Angeles Herald & Express—Herschel Blewitt.
Los Angeles Times—Lynn Rogers.
Monterey Peninsula Herald—James G. Merbs.
Oakland Post-Enquirer—Forrest Predmore.
Oakland Tribune—B. J. Rosenthal.
Pasadena Star News & Post—Mr. Warren.
Redlands Facts—D. V. Ditwiter.
Sacramento Bee—Hamilton Hintz.
Sacramento Union—Howard Bullock.
Salinas Post—Thomas Wilson.
San Diego Sun—G. D. Burden.
San Diego Union & Tribune—Frank Longenecker.
San Francisco Chronicle—Leon J. Pinkson.
San Francisco News—P. J. Sherridan.
San Jose News—C. Robert Payne.
San Mateo Times & News-Leader—Hugo De Groat.
Santa Monica Outlook—J. O. Holcomb.
Stockton Independent—L. F. Black.
Ventura Free Press—Robert Burns.
Wilmington Press—G. W. Cross.
Woodland Democrat—Kenneth Leake.

### COLORADO

Colorado Springs Telegraph & Gazette—Leo Dooley.
Denver Rocky Mountain News—Robert L. Chase.
Fort Collins Express Courier—Don McCarty.
Lamar News—Irene Bohl.

### CONNECTICUT

Bridgeport Times Star—Rockwell Clark.
Naugatuck News—Joseph F. Smith.
New Britain Herald—M. J. Smith.
Torrington Register—H. W. Kinchenbacher.
Waterbury Republican & American—E. J. Frey.

### DELAWARE

Wilmington Delmarva Star—John B. France.
Wilmington Journal—Eugene D. Monahan.
Wilmington News—John J. Brady.

### DISTRICT OF COLUMBIA

Washington News—Royce Hough.
Washington Star—G. Adams Howard.

### FLORIDA

Fort Myers News-Press—Ronald Halgrim.
Jacksonville Journal—Harold S. Cohn.
Miami Herald—Earl W. Thomas.
St. Petersburg Independent—Keyes Beech.
Tampa Times—J. Hampton.
Tampa Tribune—V A. Arnold.
West Palm Beach Times—J. E. Logsdon.

### GEORGIA

Atlanta Journal—William Cherry.
Columbus Ledger Enquirer—J. R. Fitzpatrick.
Griffin News—Bill Maher.
Macon News—Russell Read.
Macon Telegraph—Russell Read.

### HAWAII

Honolulu Nippu Jiji—S. Kawamura.
Honolulu Star Bulletin—John B. Peck.

### IDAHO

Boise Capital News—Wayne Farley.
Lewiston Tribune—Wendell McEwen.
Pocatello Tribune—John Chandler.

### ILLINOIS

Belleville News-Democrat—Ray Behymer.
Chicago American—Herbert Wilson.
Chicago Herald & Examiner—Robert Copeland.
Chicago News—James Braden.
Chicago Times—Oscar N. Taylor.
Chicago Tribune—Hal Foust.
Evanston News Index—R. N. Sager.
Freeport Journal Standard—Karl Hepler.
Macomb Journal—W. H. Rudolph.
Marion Republican—W. O. Paisley.
Monmouth Review Atlas—R. B. Eckley.
Peoria Journal-Transcript—H. H. Claus.
Peoria Star—Wm. Kinsall.
Robinson News—K. V. Lewis.
Rockford Journal—Henry S. Ehle.
Rock Island Argus—Maurice Corken.
Springfield Illinois State Journal—W. F. Dagon.
Springfield Illinois State Register—W. G. McCloskey.
West Frankfort American—R. G. Kelly.

### INDIANA

Brazil Times & News—Jos. P. Badger.
Connersville News Examiner—G. S. Talman.
Evansville Press—C. C. Brooks.
Fort Wayne Journal-Gazette—Franklin Armstrong.
Huntington Herald Press—Kenneth Keller.
Indianapolis News—Harry J. Daniels.
Indianapolis Star—A. C. Buck.
Indianapolis Times—Sturge Wells.
La Porte Herald Argus—Cy Parker.
Rushville Republican Telegram—William Hougland.
South Bend Tribune—John W. Gibbons.
Sullivan Times—Joe Adams.
Terre Haute Tribune & Star—Harry Hamby.
Vincennes Sun-Commercial—A. A. Arnold.
Warsaw Times—Ted Williams.

### IOWA

Keokuk Gate City—Dale E. Carrell.
Ottumwa Courier—Al Efner.
Sioux City Tribune—Horace F. Wulf.

### KANSAS

Chanute Tribune—Ernest W. Johnson.
Emporia Gazette—Roger Triplett.
Independence Reporter—H. E. Floyd.
Manhattan Chronicle & Mercury—George Vennebergk.
Ottawa Herald—Lawrence Piper.
Topeka State Journal—Paul T. Morgan.
Wichita Beacon—S. A. Coleman.

### KENTUCKY

Danville Kentucky Advocate—Jack G. Durham.
Lexington Herald—Herman Phelps.
Lexington Leader—A. P. Bryant.
Louisville Courier-Journal—Castner Browder.
Owensboro Messenger Inquirer—Geo. M. Fugua.

### LOUISIANA

Alexandria Town Talk—Hunter Jarreau.

### MAINE

Portland Express-Press Herald & Telegram—Hal Cram.

### MARYLAND

Baltimore Post—Harry Kline.
Cumberland News—Stanley Field.

### MASSACHUSETTS

Boston Christian Science Monitor—Clifford Harvey
Boston Post—John C. Kerrison.
Boston Transcript—Fred C. Green.
Everett News—Chas. Vanloon.
Fall River Herald News—F. R. Dolan.
Gardner News—Harry D. Hardy.
Haverhill Gazette—William J. Page.
Holyoke Transcript Telegram—Raymond O'Connor.
Lowell Sun—C. E. Smith.
Medford Mercury—George Norris.
Springfield Union—Theodore H. Parker.
Worcester Post—R. T. Mulvancy.

### MICHIGAN

Adrian Telegram—Donald L. Frazier.
Benton Harbor News-Palladium—Frank Radde.
Cadillac News—Carl Paulson.
Cheboygan Tribune—Myrton M. Riggs.
Detroit Free Press—Will R. Macdonald.
Detroit News—E. Y. Watson.
Flint Journal—Ralph Byers.
Grand Rapids Herald—Lloyd Marshall.
Grand Rapids Press—Wendell Spencer.
Lansing State Journal—J. Maynard Hill.
Port Huron Times Herald—Geo. M. Hunter.

### MINNESOTA

Hibbing Tribune—I. Bedard.
Minneapolis Star—Reginald G. Faragher.
Owatonna People's Press—Geo. F. Darby.
St. Paul News—Paul Presbrey.
Willmar Tribune—Reuben Bengtson.

### MISSOURI

Boonville News—Russell Wortz.
Boonville Republican-Sun—Percy Floyd, Jr.
Independence Examiner—Frank W. Rucker.
Kansas City Journal Post—J. Arthur Penticuff.
Kansas City Star—Calvin Eby.
Poplar Bluff American Republic—W. W. Horton.
St. Joseph News Press & Gazette—Merrill Chilcote.
St. Louis Globe-Democrat—J. C. Lebens.
St. Louis Star Times—F. J. Prendergas.

### MONTANA

Livingston Enterprise—E. A. King.

### NEBRASKA

Lincoln Star—Otho DeVilbis.
Omaha World Herald—Jean Caine.

### NEVADA

Reno Nevada State Journal—Ann M. Ross.

### NEW JERSEY

Atlantic City Press Union—Howard Ashman.
Bayonne Times—A. C. Ripps.
Camden Post & Courier—Hyman Kaplan.
Hackensack Bergen Record—William Backus.
Jersey City Journal—George V. Headley.
Newark Call—Robert Moore.
Newark Ledger—Harold Fay.
Newark Star Eagle—Thomas Chapman.
Newark News—Eugene J. Zimmerer.
Union City Hudson Dispatch—Bruce Cook.

### NEW YORK

Albany Knickerbocker Press—T. E. Loveday.
Albany News—E. T. Loveday.
Buffalo Courier Express—John Traner.
Buffalo Times—William Rosenberger.
Canandaigua Messenger—L. J. McCarthy.
Elmira Star Gazette & Advertiser—Floyd King.
Kingston Leader—Charles Douglass.
Newburgh Beacon News—Harry Cohen.
Brooklyn Times Union—Charles Karsboom.
New York American—Duncan Curry.
New York Herald Tribune—H. A. Pierce
New York Jewish Forward—H. Greenfield.
New York Journal of Commerce—Fred C. McAllister.
New York Sun—Robert Mountsier.
New York Times—James O. Spearing.
New York World Telegram—Charles Sievert.
North Tonawanda News—V. Sanderson.
Nyack Journal News—Charles S. Daugherty.
Olean Times Herald—John Crowley.
Oswego Palladium Times—E. M. Waterbury.
Poughkeepsie Eagle News—Charles G. Murray.
Poughkeepsie Star & Enterprise—Frederick Simmonds.
Rochester Democrat & Chronicle—Edward P. Doyle.
Schenectady Gazette—Guy Bartlett.
Schenectady Union Star—Daniel J. Duval.
Syracuse Herald—Thomas A. Power.
Syracuse Post Standard—Hugh Irwin.
Troy Times—Jos. W. Kennedy.
Utica Observer Dispatch—Stanley L. Clark.
Utica Press—E. W. Whynall.
White Plains Reporter—W. Lee Tuller.

### NORTH CAROLINA

Asheville Citizen & Times—Harry S. Gosden.
Burlington Times News—Ray Nally.
New Bern Tribune—N. G. Gooding.
Wilson Times—P. O. Barnes.

### OHIO

Ashtabula Star Beacon—Frank E. Hopkins.
Athens Messenger—T. E. Byrne.
Athens Post Athenian—Nell Fin Nell.
Canton Repository—P. V. Oby.
Cincinnati Enquirer—Robert Beiser.
Cincinnati Post—Thomas Birch.
Cincinnati Times Star—Frances Raine.
Cleveland News—C. V. Talbot.
Cleveland Press—Julian Griffin.
Columbus Citizen—Wm. Gilchrist.
Columbus Ohio State Journal—Harold Carlisle.
Dayton News—Milton J. Misner.
Dayton Herald—Merlin Test.
Delaware Gazette—Vance Bell.
East Liverpool Review—Wm. F. Swan.
Fostoria Times—Jesse S. Hall.
Lorain Journal & Times Herald—John Dunn.
Mansfield News Journal—Ed Stevens.
Massillon Independent—K. C. DeLong.
Mount Vernon Republican News—R. V. Hess.

### OKLAHOMA

Enid News & Eagle—Elgin Freeman.
Oklahoma City Oklahoman & Times—R. G. Miller.
Sapulpa Herald—Ted Olson.
Shawnee News & Star—Walter Tinsley.
Tulsa World—Carl Larson.

### OREGON

Albany Democrat Herald—R. R. Cronise.
Marchfield Coos Bay Times—Wendell Webb.
Oregon City Enterprise—J. B. Johnson.
Portland News Telegram—Mel Arnold.
Portland Oregon Journal—Ernest Peterson.

### PENNSYLVANIA

Allentown Chronicle & News—Dave Delong.
Bradford Era—William E. Eysinger.
Erie Dispatch Herald—Paul Albracht.
Erie Times—Don Hayes.
Harrisburg Telegraph—N. S. Rounsley.
Lancaster Intelligencer Journal—L. G. Shenk.
Lancaster New Era—Geo. W. Kirchner.
Norristown Times Herald—Gerald Dietz.
Oil City Derrick—Roy Brower.
Punxsutawney Spirit—S. S. Smith.
Reading Times—C. S. Klein.
Scranton Scrantonian—Alex Thompson.
Tarentum Valley News—George N. Scheid.
Wilkes Barre Times Leader—P. A. Wilman.
York Gazette & Daily—Robert E. Sturgem.

### RHODE ISLAND

Pawtucket Times—Francis Dwyre.
Providence Journal & Bulletin—James P. Hanley.
Providence Journal—J. P. Hanley.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—P. F. Fitzgerald.

### SOUTH DAKOTA

Rapid City Journal—M. O. Wasser.
Sioux Falls Argus Leader—D. T. Kieffer.

### TENNESSEE

Athens Post Athenian—Nell Fin Nell.
Chattanooga News—Porter Warner, Jr.
Chattanooga Times—N. Key Hart.
Knoxville Journal—Charles Branham.
Knoxville News Sentinel—Edward B. Smith.
Memphis Commercial Appeal—A. C. Bailey.
Memphis Press Scimitar—P. D. Martineau.
Nashville Banner—E. B. Stahlman, II.

### TEXAS

Amarillo Globe & News—Joe Cannon.
Dallas Dispatch—Clark Newfon.
Dallas News—Elmer Luter.
Dallas Times Herald—L. B. Barham.
Eastland Telegram—E. Hinrichs.
El Paso Times—R. D. MacNeil.
Fort Worth Press—J. A. Faltz.
Harlingen Valley Star—Bill Bailey.
Houston Post—E. A. Mareno.
Houston Press—Don Gaskins.
Lubbock Avalanche & Journal—Collier Parris.
Paris News—Elizabeth Duvall.
Plainview Herald—J. B. Oswald.

### UTAH

Ogden Standard Examiner—Glen Perrins.

### VERMONT

Bennington Banner—Paul C. Howe.

### VIRGINIA

Covington Virginian—Richard F. Beirne.

### WASHINGTON

Aberdeen World—Fred Hampson.
Centralia Chronicle—W. Ronald Ingraham.
Ellensburg Record—Milton Flodman.
Longview News—W. H. Taylor.
Olympia Olympian—Joe Kershner.
Seattle Star—H. B. Mills.
Spokane Press—Ralph Erickson.
Tacoma News Tribune—Lester F. Carlson.
Walla Walla Bulletin—F. G. Mitchell.

### WEST VIRGINIA

Charleston Gazette—Basil Waller.
Clarksburg Exponent Telegram—Gene Collett.
Martinsburg Journal—C. C. McKown.
Parkersburg News—George Clinton.
Parkersburg Sentinel—Audra Archer.
Point Pleasant Register—W. Cleveland Bowie.
Welch News—F. B. Pendleton.
Wheeling Register—Edward Oliver.

(*Continued on page 202*)

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 201*)

**Automotive Editors—(Continued)**

### WISCONSIN

Appleton Post Crescent—Harry B. Leith.
Janesville Gazette—Howard Kuehne.
Madison Capital Times—Cedric M. Parker.
Madison Wisconsin State Journal—Harold E. McClelland.
Merrill Herald—M. N. Taylor.
Milwaukee Journal—W. W. Rowland.
Milwaukee Leader—Anthony F. Pieper.
Racine Journal Times—H. L. Le Poidevin.
Two Rivers Reporter—C. N. Dufek.
Wisconsin Rapids Tribune—George T. Frechette.

## CANADA

### ALBERTA

Calgary Herald—W. O'Beirne.
Edmonton Journal—K. McConnell.

### BRITISH COLUMBIA

Nanaimo Free Press—W. McKenzie.

### MANITOBA

Winnipeg Free Press—J. J. Conklin.
Winnipeg Tribune—C. G. Honnor.

### NOVA SCOTIA

Halifax Herald & Mail—F. W. Doyle.

### ONTARIO

Ottawa Citizen—W. Pomeroy.
Toronto Mail & Empire—Warren Hastings.
Toronto Telegram—Eric Acland.
Windsor Border Cities Star—D. P. Connery.

### QUEBEC

Montreal Gazette—St. George Burgoyne.
Montreal La Patrie—G. Benoit.
Montreal le Devoir—A. Vaillancourt.
Montreal Star—P. M. T. Little.
Quebec L'Evenement—P. Lavigueur.

## MOTION PICTURE CRITIC

### ALABAMA

Birmingham News & Age Herald—P. B. Marzoni.
Birmingham Post—Ray Glenn.
Huntsville Register—John Wallace.
Mobile Press Register—Celestine Sibley.
Selma Times Journal—Clara Callaway Seay.

### ARKANSAS

Fayetteville Democrat—L. S. Read.
Little Rock Arkansas Gazette—Ruth Tucker.

### CALIFORNIA

Colton Courier—Kyle Alexander.
Hollywood Citizen News—Elizabeth Yeaman, James Francis Crowe.
Long Beach Press Telegram—Vera Kackley.
Los Angeles Herald & Express—Jimmy Starr.
Los Angeles Illustrated News—Eleanor Barnes.
Los Angeles Times—E. Schallert, John Scott, Philip Scheuer.
Marysville Appeal-Democrat—Eddie Burt.
Oakland Post-Enquirer—Howard Waldorf.
Oakland Tribune—Wood Soanes.
Pasadena Star News & Post—Mrs. J. N. Baskin.
Sacramento Union—I. H. Sefton.
San Bernardino Sun & Telegram—Helyn Stewart.
San Diego Sun—Willis Werner.
San Diego Union & Tribune—Myron Lustig, Don. H. Short.
San Francisco Call Bulletin—Fred Johnson.
San Francisco Chronicle—Katherine Hill.
San Jose News—Elita Huggins.
Santa Monica Outlook—A. Fahlstedt.
Santa Cruz Sentinel—William P. Belote
Stockton Record—Lona Cassidy.
Santa Monica Outlook—Lona Cassidy.
Woodland Democrat—Ed I. Leake, Elinor Hayes.

### COLORADO

Denver Rocky Mountain News—Alberta Pike.
Loveland Reporter-Herald—Phillip Berg

### CONNECTICUT

Bridgeport Herald—A. Jackson.
Bridgeport Times Star—Edward Maum.
Hartford Courant—T. H. Parker.
Hartford Times—Earl C. Braniff.
Meriden Record—Julia Lansing Hull.
New Britain Herald—A. E. McEvoy.
So. Norwalk Sentinel—Humphrey Doulens.

### DELAWARE

Wilmington Delmarva Star—Richard Rinard

### DISTRICT OF COLUMBIA

Washington News—Don Craig.
Washington Post—Nelson Bell.
Washington Star—E. de S. Melcher.

### FLORIDA

Daytona Beach News Journal—Elizabeth Eastman.
Fort Myers News-Press—Janet Fitch.
Jacksonville Journal—Walter Marshall.
Key West Citizen—Ed Gray.
Miami Herald—Edgar L. Hay.
Miami News—Ben Prout.
St. Augustine Record—W. W. Wilson.
St. Petersburg Independent—A. R. Dunpal.
Tampa Times—S. Clark.
Tampa Tribune—H. E. Schaeden.

### GEORGIA

Albany Herald—C. D. Tounsley.
Atlanta Journal—Frank Daniel.
Columbus Ledger-Enquirer—Miss Latimer Watson.
Griffin News—C. Bedenbaugh.
Macon News—Paul Conoway.
Macon Telegraph—Susan Myrick.
Moultrie Observer—Chas. A. Britton, Jr.

### HAWAII

Honolulu Advertiser—Edna B. Lawson.
Honolulu Nippu Jiji—James T. Hamada.
Honolulu Star-Bulletin—John B. Peck.

### IDAHO

Boise Capital News—R. L. Brink.
Pocatello Tribune—John Chandler.

### ILLINOIS

Belleville News-Democrat—E. A. Kern.
Chicago American—Hazel Flynn.
Chicago Herald & Examiner—Carol Frink.
Chicago News—Clark Rodenbach.
Chicago Times—Eleanor Keen.
Chicago Tribune—Mae Tinee.
Evanston News Index—Water Kerr.
Freeport Journal Standard—Flora Guiteau.
Joliet Herald News—Harold Cooper.
Macomb Journal—Mrs. Vail Morgan.
Marion Republican—Oldham Paisley.
Peoria Journal-Transcript—Miss Marilee Barger.
Peoria Star—Chas. B. Smith.
Quincy Herald Whig—John Schoeneman.
Robinson News—George H. McCarty.
Rockford Journal—Richard R. Gladish.
Rock Island Argus—Richard E. Jeanes.

### INDIANA

Attica Ledger-Tribune—Ted Pence.
Connersville News Examiner—I. L. Foster.
Elkhart Truth—Dan Albrecht.
Evansville Press—Ed Klingler.
Fort Wayne Journal-Gazette—Robert Baral.
Indianapolis News—Barbara Wright.
Indianapolis Star—C. J. Patrick.
Indianapolis Times—Walter D. Hickman.
Lafayette Journal & Courier—Miss Mary Bowen.
LaPorte Herald Argus—Robert Coffeen.
New Castle Courier Times—Scott Chambers.
South Bend News Times—Helen Minczewski.
South Bend Tribune—Carolyn Jacks.
Sullivan Times—Joe Adams.
Warsaw Times—Clinton Chalfant.

### IOWA

Creston News Advertiser—Robert Packwood.
Davenport Times—R. J. Ballard.
Des Moines Register & Tribune—Vernon Pope.
Dubuque Catholic Tribune—Miss Lucy Meuer.
Keokuk Gate City—Douglas Lamont.
Ottumwa Courier—John Reynolds.
Sioux City Tribune—Carl Eby.

### KANSAS

Caldwell Messenger & News—Harold A. Heberer.
Concordia Blade Empire—Josephine Boggs.
Emporia Gazette—Miss Clarice Hausam.
Independence Reporter—F. C. Sands.
Lawrence Journal World—R. A. de Watteville.
Manhattan Chronicle & Mercury—H. Miles Heberer.
Ottawa Herald—Marion Leigh.
Topeka Capital—Francis Clark.
Topeka State Journal—T. G. Wear, Jr.
Wichita Beacon—Ed. Curtis.

### KENTUCKY

Hopkinsville New Era—Mrs. Jess Harton.
Louisville Courier-Journal—Boyd Martin.
Louisville Herald-Post—Kirtley Scott.
Louisville Times—Dan Thompson.
Owensboro Messenger Inquirer—L. M. Sweat.
Paducah Sun-Democrat—Dick Meacham.

### LOUISIANA

Alexandria Town Talk—Hunter Jarreau.
New Orleans Item Tribune—Mel Washburn.

### MAINE

Portland Express-Press Herald & Telegram—Kenneth Berry.

### MARYLAND

Baltimore Post—George Browning.
Cumberland News—Burke P. Brown.

### MASSACHUSETTS

Boston American & Advertiser—H. B. Schultz.
Boston Christian Science Monitor—Margaret Lloyd.
Boston Post—Pruenella Hall.
Boston Record—E. F. Harkins.
Boston Transcript—E. F. Melvin.
Everett News—Frank J. Dowd.
Gardner News—Thomas F. Flynn.
Medford Mercury—Mildred F. Jordan.
Springfield Union—Alfred L. S. Wood.
Worcester Post—James Shea.

### MICHIGAN

Adrian Telegram—Madge A. Millikin.
Battle Creek Moon Journal—George B. Dolliver.
Benton Harbor News-Palladium—Bob White.
Cheboygan Tribune—Myrton M. Riggs.
Detroit Free Press—Ella H. McCormick.
Detroit News—Herald Heffernan.
Flint Journal—Ralph Byers.
Grand Rapids Herald—Russell Landstrom.
Grand Rapids Press—Miss Mary Remington.
Lansing State Journal—Hayden R. Palmer.
Niles Star—Durlin N. Wheeler.

### MINNESOTA

Minneapolis Tribune—Harry Remington.
Owatonna People's Press—Geo. F. Darby.
St. Paul News—Joseph Meyers.
Willmar Tribune—Helen Fitzgerald.

### MISSISSIPPI

Clarksdale News—Lois J. Schultz.

### MISSOURI

Boonville Republican-Sun—E. J. Melton.
Chillicothe Constitution Tribune—V. A. Page.
Kansas City Journal Post—Lowell Lawrance.
Kansas City Star—John C. Moffitt.
St. Joseph News Press & Gazette—Arthur Burrowes.
St. Louis Globe-Democrat—Herbert L. Monk.
St. Louis Star Times—Homer Bassford.
Springfield New & Leader & Press—Dickson Terry.

### MONTANA

Livingston Enterprise—Keith Botterud.

### NEBRASKA

Falls City Journal—James S. Ramsey.
Omaha Bee News—J. Rachman.
Omaha World Herald—Keene Abbott.

### NEVADA

Reno Nevada State Journal—Bernard Mergen.

### NEW HAMPSHIRE

Laconia Citizen—Alma Gallagher.

### NEW JERSEY

Atlantic City Press Union—Howard Diamon.
Camden Post & Courier—Ida Hermann.
Jersey City Journal—A. D. Mackie.
Newark Call—Robert C. Ring.
Newark Ledger—Jerome Kurtz.
Newark News—Charles Hauller.
Newark Star Eagle—Richard Murray.
New Brunswick News & Times—William Baltin.
Passaic Herald News—M. L. Fagan.
Perth Amboy News—J. C. Lewis.
Trenton State Gazette & Times Advertiser—Alex Y. Bursiem.
Union City Hudson Dispatch—Fred Grown.

### NEW YORK

Albany Knickerbocker Press—William H. Haskell.
Albany News—William H. Haskell.
Buffalo Courier Express—William E. J. Martin.
Buffalo Times—Ardis Smith.
Kingston Leader—Joseph Block.
Brooklyn Advocate—Charlie Kay.
Brooklyn Eagle—Martin Dickstein.
Brooklyn Times Union—Charles Hastings.
New York American—Regina Crewe.
New York Herald Tribune—Richard Watts, Margaret Tazelaar.
New York Jewish Bulletin—Frederick V. Seane.
New York Jewish Forward—H. Ehrenriech.
New York Journal of Commerce—Julius Cohen.
New York Mirror—Bland Johaneson.
New York Post—Thornton Delehanty.
New York Sun—John S. Cohen.
New York Times—F. W. Mordaunt Hall.
New York Wall Street Journal—S. Bowen.
New York World Telegram—William Boehnel.
Jamaica Long Island Press—Justin McCarthy.
North Tonawanda News—Ruth B. Hewitt.
Nyack Journal News—Albert R. Perkins.
Olean Times Herald—Kenneth McKean.
Oswego Palladium Times—Miss Frances Lee.
Poughkeepsie Eagle News—James F. Kieley.
Poughkeepsie Star & Enterprise—Fred W. Parker, Jr.
Rochester Democrat & Chronicle—George L. David.
Rochester Times Union—Amy Croughton.
Schenectady Gazette—Miss Helen Clinton.
Schenectady Union Star—Everett Finch.
Syracuse Herald—Chester B. Bahn.
Syracuse Post Standard—Mrs. Helen Tait Walker.
Troy Times—S. J. McLaughlin.
Utica Observer Dispatch—Winifred Cooper.

### NORTH CAROLINA

Burlington Times News—Robert Hodges.
Charlotte News—Walter Spearman.
Fayetteville Observer—Hester Lilly Currie.
New Bern Tribune—W. J. Arthur.
Wilson Times—Miss Sue Jordan.

### OHIO

Akron Times Press—Kenneth Nichols.
Athens Messenger—G. E. Mitchell.
Canton Repository—Dennis Smith.
Cincinnati Enquirer—Herman Bernfeld.
Cincinnati Post—Max Sien.
Cincinnati Times Star—W. M. G. Stiegler.
Cleveland News—Winsor French.
Cleveland Press—Sidney Andorn.
Columbus Citizen—Wm. Cunningham.
Columbus Ohio State Journal—Harrold Eckert.
Dayton News—James Muir.
Dayton Herald—Arthur Kany.
Delaware Gazette—Miss Elsie Leady.
Dover Reporter—Barney Schwartz.
East Liverpool Review—R. S. Elliott, H. J. Kaufman.
Fostoria Times—Maurice Risser.
Fostoria Review—V. E. Switzer.
Galion Inquirer—H. S. Cummins.
Lima News—Mabel Hinton.
Lorain Journal & Times Herald—M. Meryfield.
Manchester Signal—V. H. Wilkerson.
Mansfield News Journal—Jane Williams.
Mount Vernon Republican News—Miss Josephine Lee.
Newark Advocate & American Tribune—Miss Hazel Kirk.
Portsmouth Times—Edwin Schoenleb.
Tiffin Advertiser Tribune—J. H. Thompson.
Toledo Blade—V. K. Richards.
Toledo News Bee—Allen Saunders.
Toledo Times—Mitchell Woodbury.
Wellsville News—C. J. Vogel.

### OKLAHOMA

Bartlesville Examiner—E. D. Uzzell.
Enid News & Eagle—Evelyn Messer.
Hobart Democrat Chief—D. C. Estes.
Oklahoma City Oklahoman & Times—Jack Stinnett.
Sapulpa Herald—Ted Olson.
Tulsa World—Faith Hieronymus.

### OREGON

Albany Democrat Herald—Ianthe Smith.
Medford Mail Tribune—Mrs. Edward C. Kelly.
Portland Oregon Journal—Harold E. Hunt.
Portland News Telegram—Larry Warren.
Salem Oregon Statesman—Jessie Steele.

### PENNSYLVANIA

Allentown Chronicle & News—Britain Roth.
Ambridge Citizen—Robert Machesney.
Beaver Times—Wm. T. Dentzer.
Braddock News Herald—James B. Ball, Jr.
Bradford Era—Mary Yvo Flanigan.
Erie Dispatch Herald—Burt Wurzbach.
Erie Times—Clare Swisher.
Hanover Sun—H. B. Hostetter.
Harrisburg Telegraph—J. M. McNell, Paul Walker.
Johnstown Democrat—F. C. Jordan.
Lancaster New Era—H. B. Krone.
Meadville Tribune Republican—Walter Irving Bates.
Philadelphia Public Ledger—Eric M. Knight.
Philadelphia Record—Elsie Finn.
Pittsburgh Post Gazette—Harold Cohen.
Pittsburgh Press—Kaspar Monahan.
Pottstown Herald—Raymond C. Kelley.
Punxsutawney Spirit—S. S. Smith.
Reading Times—Erle Homan.
Scranton Scrantonian—Mathew Barry.
Tarentum Valley News—George D. Stuart.
Wilkes Barre Times Leader—W. E. Woodruff.

### RHODE ISLAND

Pawtucket Times—Francis Dwyre.
Providence Journal—Garrett Byrnes
Providence Journal & Bulletin—Garrett Byrnes.
West Warwick Pawtuxet Valley Times—William J. Hammond.
Woonsocket Call—Elinor V. Arnold.

### SOUTH DAKOTA

Aberdeen American News—B. Rowley.
Sioux Falls Argus Leader—Roger Brown.
Yankton Press & Dakotan—James H. Jordan.

### TENNESSEE

Chattanooga News—Murray E. Wycke.
Chattanooga Times—N. Key Hart.
Knoxville Journal—Albert Armitage.
Knoxville News Sentinel—Jo Ruth Perry.
Memphis Commercial Appeal—Harry L. Martin.
Memphis Press Scimitar—Jack Bryan.
Nashville Banner—J. W. West, Jr.

### TEXAS

Amarillo Globe & News—Wess Izzard.
Austin American Statesman—Mrs. M. C. Cook.
Big Spring Herald—Joe Pickle.
Borger Herald—Owen Langseth.
Dallas Dispatch—Edmond Barr.
Dallas News—John Rosenfield.
Dallas Times Herald—Joe Linz.
Eastland Telegram—E. Hinrichs.
El Paso Herald Post—H. A. Michael.
El Paso Times—Chas. P. Miller.
Fort Worth Press—Jack Gordon.
Fort Worth Star Telegram—Robert Randol.
Goose Creek Sun—R. Matherne.
Harlingen Valley Star—Jack Cowgill.
Houston Post—Mrs. Bess W. Scott.
Houston Press—Grace Calvin.
Kaufman Herald—R. Callan.
Paris News—Miss Maude Niville.
Plainview Herald—E. B. Miller.
Sherman Democrat—Ted R. Bomar.

### UTAH

Ogden Standard Examiner—Glen Perrins.
Salt Lake City Deseret News—Sid Olsen, Ted Cannon.
Salt Lake City Tribune Telegram—Kay Harms, Miss E. E. Hollis.

### VIRGINIA

Newport News Press & Times Herald—Fred J. Naff.

### WASHINGTON

Aberdeen World—Mark Sullivan.
Bellingham News—D. M. Seeger.
Longview News— W. H. Taylor.
Olmpia Olympian—Lew Selvidge.
Seattle Star—H. B. Mills.
Seattle Times—Richard E. Hayes.
Spokane Press—Sidney Copeland
Tacoma News Tribune—W. R. Stotler.
Walla Walla Bulletin—Iris L. Little.

### WEST VIRGINIA

Charleston Gazette—C. H. East.
Clarksburg Exponent Telegram—Russell Bauer, Gene Collett.
Parkersburg News—Marie Byer O'Brien.
Parkersburg Sentinel—Marie Byer O'Brien.
Point Pleasant Register—Anita I. Hite.
Wheeling Register—William De Muth.

### WISCONSIN

Beloit News—Lawrence Raymer.
Janesville Gazette—Peg O'Brien.
Kenosha News—Olive Brossow.
Madison Capital Times—Mary York.
Madison Wisconsin State Journal—Kenneth R. Kennedy.

## PRINCIPAL DEPARTMENTAL EDITORS OF U. S. AND CANADIAN DAILIES

(*Continued from page 202*)

**Motion Picture Critics—(Continued)**

Merrill Herald—Carla Foster.
Milwaukee Journal—Marcia Neff.
Milwaukee Leader—Harriet P. Clinton.
Racine Journal Times—Harriet Wratten.

### CANADA

**ALBERTA**

Calgary Herald—Herb Surplis.
Edmonton Journal—J. Kemp.

**BRITISH COLUMBIA**

Nanaimo Free Press—B. H. E. Goult.

**MANITOBA**

Winnipeg Free Press—H. E. Spencer.
Winnipeg Tribune—C. G. Honnor.

**NOVA SCOTIA**

Halifax Herald & Mail—E. G. L. Wetmore.

**ONTARIO**

Belleville Ontario Intelligencer—Agnes Gallagher, F. W. Rathman.
Ottawa Citizen—E. W. Harrold, R. Martin.
Ottawa Journal—W. McLaughlin.
St. Thomas Times Journal—L. B. Birdsall.
Toronto Mail & Empire—Roly Young.
Toronto Star—A. O. Lampman.
Toronto Telegram—Helen Allen.

**QUEBEC**

Montreal Gazette—Louis Slattery.
Montreal Herald—Walter Alford.
Montreal La Patrie—Dominique Laberge.
Montreal le Devoir—Lucien Desbiens.
Montreal Star—S. Morgan Powell, D. M. Legate.
Sherbrooke La Tribune—W. M. Gendreau.

**SASKATCHEWAN**

Saskatoon Star Phoenix—Carlisle Allison.

### AVIATION EDITOR

**ALABAMA**

Birmingham News & Age Herald—Ralph Hurst.

**ARIZONA**

Phoenix Republic & Gazette—Frank Ross, Dan Crumley.

**ARKANSAS**

Little Rock Gazette—Jerry Green.

**CALIFORNIA**

Corona Independent—J. Eugene Blair.
Grass Valley Union—E. G. Kinyon.
Long Beach Press Telegram—Roy Hilton.
Los Angeles Times—Jean Booguet.
Oakland Post-Enquirer—Howard Waldorf.
Oakland Tribune—Sherman Carash.
Redlands Facts—W. G. Moore.
Sacramento Bee—Hamilton Hintz.
San Francisco Chronicle—Harry Hall.
San Jose News—C. Robert Payne.
San Mateo Times & News-Leader—Hugo De Groot.
Santa Monica Outlook—J. O. Holcomb.

**COLORADO**

Denver Rock Mountain News—Robert L. Chase.

**CONNECTICUT**

Bridgeport Times Star—Rockwell Clark.
Hartford Times—Burton E. Moore.
Torrington Register—H. W. Kincherbocher.

**DELAWARE**

Wilmington Journal—Edw. P. Cuningham, ham.
Wilmington News—Chas. F. Cunningham.

**DISTRICT OF COLUMBIA**

Washington News—Bob Ball.
Washington Star—Joseph S. Edgerton.

**FLORIDA**

Fort Myers News-Press—Ronald Halgrim.
Jacksonville Journal—Boyce Taylor.
St. Petersburg Independent—Keyes Beech.
Tampa Tribune—J. A. Murray.

**GEORGIA**

Atlanta Journal—Harry Wilensky.
Griffin News—F. L. Curry.
Macon News—Peyton T. Anderson, Jr.
Macon Telegraph—Peyton T. Anderson, Jr.

**HAWAII**

Honolulu Nippu Jiji—S. Kawamura.

**IDAHO**

Boise Capital News—Wayne Farley.

**ILLINOIS**

Belleville News-Democrat—Ray Behymer.
Bloomington Pantagraph—W. E. Richardson.
Chicago Herald & Examiner—William Westlake.
Chicago Tribune—Hugh Sexton.
Moline Dispatch—Gene Lyons.
Monmouth Review Atlas—R. B. Eckley.
Peoria Journal-Transcript—H. H. Claus.
Peoria Star—Mrs. Mabel Bonjean.
Robinson News—K. V. Lewis.
West Frankford American—T. J. Elkins.

**INDIANA**

Elkhart Truth—Maurice Frink.
Evansville Press—C. C. Brooks.
Fort Wayne Journal-Gazette—Harold K. Milks.
Fort Wayne News Sentinel—Robert Schott.
Indianapolis Star—W. Morse.
Indianapolis Times—Lowell Nussbaum.
Kokomo Tribune—Donald F. Hall.
Portland News Telegram—R. K. Foley.
La Porte Herald Argus—Cy Parker.
South Bend Tribune—Joseph A. Alvin.
Sullivan Times—Joe Adams.
Vincennes Sun-Commercial—W. D. Murray.
Terre Haute Tribune & Star—Curtiss Bridwell.
Warsaw Times—Ted Williams.

**IOWA**

Des Moines Register & Tribune—Charles W. Gatschet.
Sioux City Tribune—Horace F. Wulf.

**KANSAS**

Chanute Tribune—Ernest W. Johnson.
Emporia Gazette—Phillip H. Hughes.
Goodland News—M. R. Vetter.
Lawrence Journal World—Phil Edwards.
Topeka State Journal—John W. Jarrell.
Wichita Beacon—Jimmy Woods.
Winfield Courier—Carl J. Whitson.

**KENTUCKY**

Danville Kentucky Advocate—Jack G. Durham.
Lexington Herald—Herman Phelps.
Louisville Courier-Journal—Castner Browder.

**LOUISIANA**

New Orleans Item-Tribune—Herman Deutsch.

**MARYLAND**

Cumberland News—John H. McCullough.

**MASSACHUSETTS**

Boston Christian Science Monitor—Volney D. Hurd.
Boston Transcript—George Mason.
Gardner News—Francis J. Richards.
Lowell Courier-Citizen & Leader—Halford E. Wheeler.
Lowell Sun—A. F. Woodies.
Medford Mercury—T. M. Connell.
Springfield Union—Henry P. Lewis.
Worcester Post—R. T. Mulvancy.

**MICHIGAN**

Benton Harbor News-Palladium—Frank Radde.
Cheboygan Tribune—Frank Riggs.
Detroit News—James V. Piersol.
Grand Rapids Press—Wendell Spencer.
Lansing State Journal—J. Maynard Hill.
Niles Star—Durlin N. Wheeler.
Port Huron Times Herald—Fred Telmos.

**MINNESOTA**

Austin Herald—Richard Reiger
St. Paul News—Paul Presbrey.

**MISSISSIPPI**

Clarksdale News—Murray Whitehead.

**MISSOURI**

Boonville News—Lewis Debo.
Kansas City Star—R. S. Knowlson.
St. Joseph News Press & Gazette—Max Habecker.
St. Louis Star Times—William M. Gibson.

**MONTANA**

Livingston Enterprise—Keith Botterud.

**NEBRASKA**

Kearney Hub—Lillian McEntee.
Omaha Bee News—Robt. McGrath.
Omaha World Herald—Lawrence Youngman.

**NEW JERSEY**

Atlantic City Press Union—Howard Ashman.
Newark Call—E. B. Berlinrut.
Newark Star Eagle—B. Palmer Davidson.
Paterson Call—John J. Sweeney.

**NEW YORK**

Albany Knickerbocker Press—Robert R. Reeves.
Albany News—Robert R. Reeves.
Buffalo Courier Expires — Anne McIlhenny.
Brooklyn Times Union—Charles Hastings.
New York American—W. K. Curtis.
New York Herald Tribune—C. B. Allen.
New York Sun—Sherman B. Altick.
New York Times—Reginald M. Cleveland.
North Tonawanda News—V. Sanderson.
Poughkeepsie Star & Enterprise—Fred W. Parker, Jr.
Rochester Democrat & Chronicle—Edward P. Doyle.
Rochester Times Union—A. J. Sigl.
Schenectady Union Star—Daniel J. Duval.
Syracuse Herald—Thomas A. Power.
Utica Observer Dispatch—Stanley L. Clark.
White Plains Reporter—Wm. O'Donovan.

**NORTH CAROLINA**

Burlington Times News—Staley A. Cook.
New Bern Tribune—N. G. Gooding.

**OHIO**

Akron Times Press—William Shenkel.
Ashtabula Star Beacon—Frank E. Hopkins.
Cincinnati Times Star—Frances Raine.
Cleveland Press—Julian Griffin.
Columbus Citizen—Frances Lauffer.
Columbus Ohio State Journal—Harold Carlisle.
Dayton Journal—F. J. VanPlet.
Dayton Herald—Fred Van Pelt.
Dayton News—James Chandler.
Fostoria Times—C. Walters.
Lorain Journal & Times Herald—C. L. Kieffer.
Mansfield News Journal—Ed. Stevens.
Mount Vernon Republican News—R. V. Hess.
Toledo Blade—E. C. Grebe.

**OKLAHOMA**

Enid News & Eagle—Waldo G. Clegg.
Oklahoma City Oklahoman & Times—B. M. Turner.
Tulsa World—Henry Burchfiel.

**OREGON**

Albany Democrat Herald—W. C. Eakin.
Pendleton East Oregonian—Earl Floathe, Ames.
Portland Oregon Journal—Lawrence Gilbertson

**PENNSYLVANIA**

Allentown Chronicle & News—Floyd Stickle.
Bradford Era—William E. Eysinger.
Erie Dispatch Herald—Barbara Hawley.
Erie Times—Marian Riley.
Harrisburg Telegraph—Cammy Vinet.
Lancaster New Era—Richard Snyder.
Pottstown Mercury—William Achatz, Jr.
Wilkes-Barre Times Leader—P. A. Wilman.

**RHODE ISLAND**

Pawtucket Times—Thomas Bresnahan.
Providence Journal—J. P. Hanley
Providence Journal & Bulletin—James P. Hanley.
West Warwick Pawtuxet Valley Times—Wilton P. Hudson.
Woonsocket Call—P. L. Smith.

**TENNESSEE**

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Chattanooga Times—Al Sharp.
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**TEXAS**

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Dallas News—Elmer Luter.
Dallas Times Herald—L. B. Barham.
El Paso Times—Chas. P. Miller.
Fort Worth Star Telegram—James Calvert.
Harlingen Valley Star—Jack Cowgill.
Houston Post—Mrs. Pat. Barnes.
Houston Press—Gordon Turrentine.

**VIRGINIA**

Covington Virginian—Richard F. Beirne.

**WASHINGTON**

Aberdeen World—Fred Hampson.
Spokane Press—E. W. Jorgenson
Tacoma News Tribune—Frank M. Lockerby.
Walla Walla Bulletin—C. M. Gray.

**WEST VIRGINIA**

Charleston Gazette—Wilma Dodson.
Martinsburg Journal—C. McK. Thompson.
Parkersburg News—Francis Fischer.
Parkersburg Sentinel—Paul Handke.
Point Pleasant Register—W. Cleveland Bowie.
Welch News—C. H. Hardison.
Wheeling Register—Howard Voittle.

**WISCONSIN**

Janesville Gazette—Verne Loughren.
Madison Capital Times—Cedric M. Parker.
Marinette Eagle Star—Earl Gustafson.
Milwaukee Journal—C. F. Butcher.
Milwaukee Leader—Burdette O. Kirkham.
Racine Journal Times—F. Lorell.

**WYOMING**

Gillette Journal—Harmon C. Rice.

**CANADA**

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Winnipeg Tribune—Allan Bill.

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Toronto Mail & Empire—H. W. W. Rowe.
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**CONNECTICUT**

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Washington Post—Nelson Bell.
Washington Star—C. E. Nelson.

**GEORGIA**

Atlanta Journal—Angus Perkerson.

**HAWAII**

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Chicago News—Howard Denby.
Chicago Times—Harry Hunt.
Chicago Tribune—W. H. Wisner.
Peoria Journal Transcript—Jim Coulter.
Peoria Star—C. H. Gamble.

**INDIANA**

Fort Wayne News Sentinel—A. K. Remmel.
Indianapolis Star—D. L. McClure.

**IOWA**

Des Moines Register & Tribune—Vernon Pope.

**KENTUCKY**

Louisville Courier-Journal—Castner Browder.

**MICHIGAN**

Detroit Free Press—Douglas D. Martin.
Detroit News—W. M. Park.

**MINNESOTA**

Minneapolis Tribune—Edward Franey.

**MISSOURI**

Kansas City Journal Post—Tom Collins.
Kansas City Star—E. B. Garnett.
St. Louis Globe Democrat—W. H. Ames.

**NEBRASKA**

Lincoln Star—Irving Perlmeter.
Omaha World Herald—Lyle Dowling.

**NEW JERSEY**

Newark Call—Franklin Conklin, 3d.

**NEW YORK**

Albany Knickerbocker Press—Cameron W. Hyde.
Buffalo Courier Express—Merle B. James.
Buffalo Times—Samuel W. Hippler.
New York Herald Tribune—Marcus Duffield.
New York Jewish Forward—M. Winograd.
New York Mirror—Kenneth McCaleb.
New York Times—Charles M. Graves.
Jamaica (L. I.) Press—Henry W. McAllister.
Rochester Democrat & Chronicle—Gerald R. Maloney.
Syracuse Post Standard—Edgar F. Schilder.

**OHIO**

Akron Times Press—Paton Edwards.
Cincinnati Enquirer—W. M. Thompson.
Toledo Times Pub. Co.—Albert C. Nute.

**PENNSYLVANIA**

Philadelphia Public Ledger—F. L. Nelson.
Pittsburgh Press—W. A. White.
Scranton Scrantonian—Joseph Fadden.

**RHODE ISLAND**

Providence Journal—C. P. Barber.
Providence Journal & Bulletin—Chas. P. Barber.

**TENNESSEE**

Knoxville News Sentinel—J. Z. Howard.

**WASHINGTON**

Seattle Times—Robert J. Harvison.

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**Agencia Havas,** C. Lemercier, 383 Madison Ave., New York City.

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### AUSTRALIA

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### AUSTRIA

**Neues Wiener Tagblatt,** Simon Lehr, 730 Fifth Ave., New York City.

**Die Illustrierte Zeitung,** Otto Grun, 48 Stuyvesant St., New York City.

### CANADA

#### Montreal

**La Presse,** Joseph Bourgeois, 446 West 23rd St., New York City.

#### St. Johns, N. B.

**St. Johns Telegraph,** Dr. Van Buren Thorne, 78-27 St., Jackson Heights, L. I.

### CHINA

**Shanghai Evening Post,** George A. Moszkovski, 80 William St., New York City.

### CUBA

**Diario De La Marina, Cuba; La Cronica, Lima; El Comercio, Peru,** Bartolome G. Canevares, Alamac Hotel, Broadway and 71st St., New York City.

### ENGLAND

#### London

**London Daily Telegraph,** Percy S. Bullen, 28 East 10th St., New York City.

**London Daily Mail,** W. F. Bullock, 280 Broadway, New York City.

**London Daily Herald,** Harold Butcher, 39 East 35th St., New York City.

**London Daily News Chronicle,** R. J. Cruickshank, 75 West St., New York City.

**English Newspapers,** Frank Dring, 39 East 35th St., New York City.

**London Newspapers,** F. W. M. Hall, c/o N. Y. Times, New York City.

**London,** John W. Harding, News Dept., 229 West 43rd St., New York City.

**London Daily Express,** C. V. R. Thompson, 310 East 44th St., New York City.

**Reuters, Ltd.,** A. Bernard Moloney, 383 Madison Ave., New York City.

**London Newspapers,** P. W. Wilson, 227th St. & Independence Ave., New York City.

**London Daily Mirror,** T. Walter Williams, 25 East 10th St., New York City.

**Manchester Guardian,** A. Wyn Williams, 220 West 42nd St., New York City.

### FRANCE

**Agence Havas,** Jean Champenois, 383 Madison Ave., New York City.

**Le Petit Parisien,** Pierre Denoyer, 75 West St., New York City.

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**Le Matin,** Leonce Levy, 1164 Cromwell Ave., Bronx, New York City.

**Paris Information Service,** Max Loewy, 49 Broad St., New York City.

**French Newspapers Syndicate,** A. E. Sieper, French Chamber of Commerce, 4 East 52nd St., New York City.

### GERMANY

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**Telegraphen Union Verlag Scherl,** H. W. Von Doemming, Room 1204, 235 East 45th St., New York City.

#### Berlin

**Dienst Nationaler Zeitungen, Col.** Edwin Emerson, 215 East 15th St., New York City.

**German Newspapers,** Hans Ullendorff, 12 East 86th St., New York City.

#### Leipzig

**Neue Leipziger Zeitung,** Dr. Walter A. Reiss, 104 Columbia Heights, Brooklyn, N. Y.

### GREECE

**Volos, Thessalia,** Demetrius N. Tsecos, 15 Park Row, New York City.

**Balkan States Newspapers,** Pan Hellenic American Foreign Press Syndicate, 15 Park Row, New York City.

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### HUNGARY

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**Szazadunk Szinbazi-Elect,** Mrs. Margaret Monahan, 127 West 82nd St., New York City.

### ITALY

#### Milan

**Il Corrier de Milano,** Bruno Zirato, 322 West 72nd St., New York City.

#### Rome

**La Tribune,** A. Arbib-Costa, 235 West 75th St., New York City.

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**Rengo News Agency,** Kiyoshi Iwamoto, 383 Madison Ave., New York City.

**Osaka-Mainichi,** Morizo Kaiguchi, Tokyo, 220 East 42nd St., New York City.

#### Tokio

**Asahi,** T. Shirakawa, 229 West 43rd St., New York City.

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**Star & Herald,** J. H. Ehrman, 11 Broad St., 4th Floor, New York City.

### POLAND

**Polish Telegraphic News Agency,** Dr. A. M. Nawench, 383 Madison Ave., New York City.

**Polish Telegraph News Agency,** J. Matyka, 19 St. Marks Place, New York City.

### SWEDEN

**Swedish Newspapers,** Dr. Johannes Hoving, 425 Riverside Drive, New York City.

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**Chicago Daily News,** Bush House, Aldwych, W. C. 2—Negley Farson.

**Chicago Tribune,** 135 Fleet Street, E. C. 4—John S. Steele, S. B. Cave, Eugene Speck.

**Christian Science Monitor,** 2 Adelphi terrace, W. C. 2—J. S. Braithwaite, Charles E. Gratke, Col. H. G. Kennard, A. G. Lias, Everard Cotes, Peter Lyne, R. Maillard Stead.

**Cleveland Hungarian Daily**—Dr. Nandor Fodor.

**Hearst Newspapers and Universal Service,** 72-78 Fleet street, E. C. 4—William Hillman, T. C. Watson, Hugo Speck.

**International News Service,** 72-78 Fleet street, E. C. 4—George F. Allison, H. K. Reynolds, E. H. Deuss, C. A. Smith, Pierre J. Huss, G. L. Meier.

**Jewish Telegraph Agency and Jewish Daily Bulletin,** Ludgate House, 107-111 Fleet street, E. C. 4—Alexander Puniansky.

**Kansas City Star,** 3 Johnson's Court, E. C. 4—Marcel H. Wallenstein.

**Newspaper Enterprise Association,** 148 Fleet street, E. C. 4—Milton Bronner.

**New York Herald Tribune,** Bush House, Aldwych, W. C. 2—Harold E. Scarborough, Arthur E. Mann, Keith Hutchison, R. W. Champion J. E Gibson.

**New York Sun,** 40-43 Fleet street, E. C. 4—Joseph W. Grigg, Joseph W. Grigg, Jr.

**New York Times,** 162a Queen Victoria street, E. C. 4—Charles A. Selden, W. F. Leysmith, Ferdinand Kuhn, Jr., T. B. Macaulay, Harold Callender.

**Philadelphia Public Ledger,** 88 Fleet street, E. C. 4—Raymond Gram Swing.

**United Press,** 30 Bouverie street, E. C. 4—Webb Miller, C. L. Day, Harry Flory, H. T. Russell, Sidney J. Williams, Herbert Moore, H. C. Buurman, R. C. Dowson, H. L. Percy, W. G. Quisenberry, Frederick Kuh, Lee Willson, G. E. Clarke, G. B. Chandler.

**Wall Street Journal,** 62 Cannon street, E. C. 4—G. V. Ormsby, G. F. Nash.

**Jewish Morning Journal** (of New York), 107 Fleet street, E. C. 4—William Zukerman.

**Musical Courier,** 17 Waterloo place, S. W. 1—Caesar Saerchinger.

**North American Newspaper Alliance,** 85 Fleet street, E. C. 4—H. J. J. Sargint.

**Variety,** 8 St. Martin's place, W. C.—Joshua Lowe.

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| City | Newspaper | Circulation | Line Rate | Single Page Rate | Cols. to Page | Column Depth (Lines) |
|---|---|---|---|---|---|---|
| **ALABAMA** | | | | | | |
| Birmingham | News | 96,847 | $.45 | $904.05 | 7 | 287 |
| **CALIFORNIA** | | | | | | |
| Los Angeles | Times | 259,283 | 1.00 | 1,767.92 | 7 | 287 |
| San Francisco | Chroncile | 136,585 | .70 | 1,337.70 | 7 | 294 |
| **COLORADO** | | | | | | |
| Denver | Post | 339,069 | 1.25 | 2,450.00 | 7 | 280 |
| **CONNECTICUT** | | | | | | |
| Hartford | Courant | 57,436 | .27 | 542.43 | 7 | 287 |
| **DISTRICT OF COLUMBIA** | | | | | | |
| Washington | Post | 62,522 | .25 | 502.25 | 7 | 287 |
| Washington | Star | 126,187 | .45 | 904.05 | 7 | 287 |
| **GEORGIA** | | | | | | |
| Atlanta | Constitution | 95,184 | .35 | 703.15 | 7 | 287 |
| Atlanta | Journal | 107,278 | .40 | 803.60 | 7 | 287 |
| **ILLINOIS** | | | | | | |
| Chicago | Daily News (Sat.) | 407,365 | 1.25 | 1,575.00 | 7 | 287 |
| Chicago | Times | 168,254 | .50 | 512.50 | 5 | 205 |
| Chicago | Tribune | 836,507 | 3.25 | 4,850.00 | 7 | 272 |
| Peoria | Journal-Transcript | 30,581 | .16 | 321.44 | 7 | 287 |
| Peoria | Star | 31,455 | .15 | 301.35 | 7 | 287 |
| **INDIANA** | | | | | | |
| Fort Wayne | News-Sentinel (Sat.) | 44,591 | .20 | 401.80 | 7 | 287 |
| Indianapolis | Star | 133,322 | .60 | 1,205.40 | 7 | 287 |
| Terre Haute | Tribune | 26,108 | .15 | 301.35 | 7 | 287 |
| **IOWA** | | | | | | |
| Des Moines | Register | 208,122 | .70 | 1,406.30 | 7 | 287 |
| **KENTUCKY** | | | | | | |
| Louisville | Courier-Journal | 144,705 | .65 | 1,274.00 | 7 | 280 |
| **MARYLAND** | | | | | | |
| Baltimore | Sun | 181,321 | .85 | 1,450.00 | 7 | 287 |
| **MASSACHUSETTS** | | | | | | |
| Boston | Herald | 130,308 | .65 | 1,305.85 | 7 | 287 |
| New Bedford | Standard-Times | 24,965 | .15 | 294.00 | 7 | 280 |
| Springfield | Union-Republican | 61,654 | .28 | 562.52 | 7 | 287 |
| **MICHIGAN** | | | | | | |
| Detroit | Free Press | 203,822 | .65 | 1,346.80 | 7 | 296 |
| Detroit | News | 284,586 | .75 | 1,554.00 | 7 | 296 |
| **MINNESOTA** | | | | | | |
| Duluth | News-Tribune | 27,619 | .18 | 352.80 | 7 | 280 |
| Minneapolis | Tribune | 159,589 | .60 | 1,029.00 | 7 | 294 |
| St. Paul | Dispatch & Pioneer Press | 113,505 | .50 | 1,029.00 | 7 | 294 |
| **MISSOURI** | | | | | | |
| Kansas City | Journal-Post | 77,536 | .35 | 650.00 | 7 | 287 |
| Kansas City | Star | 304,549 | .90 | 1,808.10 | 7 | 287 |
| St. Louis | Globe-Democrat | 190,523 | .75 | 1,506.75 | 7 | 287 |
| St. Louis | Post-Dispatch | 260,135 | 1.10 | 1,995.00 | 7 | 285 |
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| Omaha | World-Herald | 112,220 | .40 | 784.00 | 7 | 280 |
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| Buffalo | Times | 114,055 | .40 | 784.00 | 7 | 280 |
| New York | Herald Tribune | 453,091 | 1.20 | 2,350.00 | 7 | 287 |
| New York | News | 1,815,871 | 3.00 | 2,750.00 | 5 | 200 |
| New York | Times | 758,176 | 2.05 | 4,247.60 | 7 | 296 |
| Rochester | Democrat & Chronicle | 84,065 | .40 | 803.60 | 7 | 287 |
| Syracuse | Herald | 65,627 | .35 | 686.00 | 7 | 280 |
| Syracuse | Post-Standard | 60,381 | .28 | 562.52 | 7 | 287 |
| **OHIO** | | | | | | |
| Akron | Times Press | 30,753 | .18 | 361.62 | 7 | 287 |
| Cincinnati | Enquirer | 171,362 | .80 | 1,575.00 | 7 | 300 |
| Cleveland | Plain Dealer | 305,679 | 1.00 | 2,100.00 | 7 | 300 |
| Toledo | Times | 49,933 | .35 | 630.00 | 7 | 300 |
| Youngstown | Vindicator | 27,689 | .15 | 308.70 | 7 | 294 |
| **PENNSYLVANIA** | | | | | | |
| Harrisburg | News (Sat.) | 58,168 | .25 | 502.25 | 7 | 287 |
| Philadelphia | Inquirer | 409,551 | 1.40 | 2,812.60 | 7 | 287 |
| Philadelphia | Ledger | 309,628 | 1.30 | 2,661.70 | 7 | 287 |
| Pittsburgh | Press | 227,883 | 1.00 | 1,808.10 | 7 | 287 |
| Scranton | Scrantonian | 40,504 | .25 | 482.16 | 7 | 287 |
| **RHODE ISLAND** | | | | | | |
| Providence | Journal | 90,483 | .28 | 556.64 | 7 | 284 |
| **TEXAS** | | | | | | |
| Houston | Chroncile | 78,837 | .40 | 650.00 | 7 | 287 |
| **WASHINGTON** | | | | | | |
| Seattle | Times | 106,101 | .36 | 705.60 | 7 | 280 |
| **WISCONSIN** | | | | | | |
| Milwaukee | Journal | 185,486 | .70 | 1,406.30 | 7 | 287 |
| **CANADA** | | | | | | |
| London | Free Press (Sat.) | 35,150 | .25 | 400.00 | 8 | 284 |
| **ONTARIO** | | | | | | |
| Toronto | Star Weekly (Sat.) | 226,654 | .60 | 1,700.00 | 8 | 280 |
| **QUEBEC** | | | | | | |
| Montreal | La Presse (Sat.) | 181,108 | .40 | 1,200.00 | 7 | 280 |

# MARKETING FACTS FOR EVERY STATE AND SALES AREA OF U. S.

| | Me. | N. H. | Vt. | Mass. | R. I. | Conn. | **New England** | N. Y. | N. J. | Pa. | **Middle Atlantic** | Ohio | Ind. | Ill. | Mich. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population Estimates 1933 | 802,000 | 469,000 | 361,000 | 4,318,000 | 702,000 | 1,646,000 | **8,298,000** | 12,965,000 | 4,193,000 | 9 787 000 | **26,945,000** | 6,798,000 | 3,291,000 | 7,826,000 | 5,043,000 |
| % of U. S. | .64 | .37 | .29 | 3.43 | .56 | 1.31 | **6.60** | 10.31 | 3.34 | 7.79 | **21.44** | 5.41 | 2.62 | 6.23 | 4.01 |
| Income Tax Rts. 1930 | 18,157 | 14,038 | 9,821 | 212,258 | 24,563 | 76,843 | **355,680** | 735,443 | 191,164 | 331,458 | **1,258,065** | 208,678 | 67,108 | 342,720 | 152,784 |
| % of U. S. | .48 | .37 | .26 | 5.57 | .64 | 2.02 | **9.34** | 19.30 | 5.02 | 8.70 | **33.02** | 5.48 | 1.76 | 8.99 | 4.01 |
| Incomes $10,000 1930 | 1,527 | 836 | 546 | 16,464 | 2,341 | 6,546 | **28,260** | 63,861 | 14,125 | 24,192 | **102,178** | 13,736 | 3,665 | 24,246 | 8,692 |
| % of U. S. | .59 | .32 | .21 | 6.36 | .90 | 2.53 | **10.91** | 24.66 | 5.46 | 9.34 | **39.46** | 5.30 | 1.41 | 9.37 | 3.36 |
| Savings Deposits '32 $ (M) | 301,483 | 222,658 | 182,180 | 2,594,760 | 357,754 | 862,804 | **4,521,639** | 7,336,219 | 1,209,079 | 2,243,509 | **10,788,807** | 1,017,741 | 257,326 | 835,561 | 810,185 |
| % of U. S. | 1.24 | .92 | .75 | 10.69 | 1.47 | 3.55 | **18.62** | 30.21 | 4.98 | 9.24 | **44.43** | 4.19 | 1.06 | 3.44 | 3.34 |
| Passenger Autos Rg. '32 | 136,774 | 88,141 | 69,230 | 698,358 | 114,950 | 289,660 | **1,397,113** | 1,931,384 | 726,201 | 1,448,978 | **4,106,563** | 1,420,550 | 675,108 | 1,311,783 | 1,000,169 |
| % of U. S. | .65 | .42 | .33 | 3.34 | .55 | 1.39 | **6.68** | 9.25 | 3.47 | 6.93 | **19.65** | 6.80 | 3.23 | 6.28 | 4.78 |
| Res. Telephones '32 | 139,200 | 87,700 | 63,000 | 919,400 | 124,500 | 339,200 | **1,673,000** | 2,898,500 | 699,000 | 1,523,700 | **5,121,200** | 1,165,700 | 523,800 | 1,735,900 | 745,900 |
| % of U. S. | .71 | .45 | .32 | 4.67 | .63 | 1.72 | **8.50** | 14.71 | 3.55 | 7.74 | **26.00** | 5.92 | 2.66 | 8.82 | 3.79 |
| Postal Receipts '32 $ (M) | 3,490 | 2,066 | 1,571 | 25,543 | 2,912 | 9,313 | **44,895** | 104,267 | 17,612 | 41,735 | **163,614** | 33,963 | 12,775 | 59,852 | 19,061 |
| % of U. S. | .62 | .37 | .28 | .451 | .52 | 1.64 | **7.94** | 18.44 | 3.12 | 7.38 | **28.94** | 6.01 | 2.26 | 10.59 | 3.37 |
| Daily Newspaper Circ. '32 | 157,833 | 65,591 | 59,763 | 2,284,839 | 223,969 | 426,144 | **3,218,139** | 6,733,262 | 791,879 | 3,217,633 | **10,742,774** | 2,324,043 | 994,352 | 2,878,092 | 1,274,940 |
| % of U. S. | .43 | .18 | .16 | 6.28 | .62 | 1.17 | **8.84** | 18.49 | 2.17 | 8.84 | **29.50** | 6.38 | 2.73 | 7.91 | 3.50 |
| Sunday Newspaper Circ '32 | 44,114 | ..... | ..... | 1,403,543 | 94,629 | 232,260 | **1,774,546** | 5,803,780 | 209,864 | 1,722,767 | **7,736,411** | 1,012,090 | [385,534 | 2,228,859 | 1,016,425 |
| % of U. S. | .18 | ..... | ..... | 5.65 | .38 | .93 | **7.14** | 23.35 | .84 | 6.93 | **31.12** | 4.07 | 1.55 | 8.96 | 4.09 |
| Owned Homes | 84,963 | 50,947 | 31,704 | 415,619 | 64,480 | 154,880 | **802,593** | 1,017,475 | 448,623 | 1,056,649 | **2,522,747** | 748,412 | 347,704 | 765,546 | 542,154 |
| Rented Homes | 70,427 | 51,400 | 31,573 | 565,870 | 95,644 | 210,605 | **1,025,519** | 1,923,410 | 495,802 | 963,607 | **3,382,819** | 690,692 | 286,426 | 906,619 | 440,777 |
| Total Non. Farm Homes | 155,390 | 102,347 | 63,277 | 981,489 | 160,124 | 365,485 | **1,828,112** | 2,940,885 | 944,435 | 2,020,256 | **5,905,566** | 1,439,104 | 634,130 | 1,672,165 | 982,931 |
| % Owned Homes | 54.67 | 49.77 | 50.10 | 42.34 | 40.26 | 42.37 | **43.90** | 34.59 | 47.50 | 52.30 | **42.71** | 52.00 | 54.83 | 45.78 | 55.15 |
| Median Value ($) | 3,233 | 3,533 | 4,031 | 6,249 | 6,153 | 7,013 | **5,781** | 7,492 | 7,426 | 5,206 | **6,518** | 5,201 | 3,654 | 5,867 | 5,067 |
| Median Rental ($) | 19.35 | 18.83 | 18.46 | 29.70 | 24.49 | 28.41 | **27.26** | 41.94 | 37.49 | 26.91 | **36.98** | 29.08 | 22.47 | 39.69 | 37.90 |

| | Del. | Md. | D. C. | Va. | W. Va. | N. C. | S. C. | Ga. | Fla. | **South Atlantic** | Ark. | La. | Okla. | Tex. | **West S. Central** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population Estimates 1933 | 241,000 | 1,663,000 | 495,000 | 2,441,000 | 1,774,000 | 3,275,000 | 1,748,000 | 2,911,000 | 1,554,000 | **16,102,000** | 1,872,000 | 2,153,000 | 2,459,000 | 6,023,000 | **12,507,000** |
| % of U. S. | .19 | 1.32 | .39 | 1.94 | 1.41 | 2.61 | 1.39 | 2.32 | 1.24 | **12.81** | 1.49 | 1.71 | 1.96 | 4.79 | **9.95** |
| Income Tax Rts. 1930 | 9,617 | 56,937 | 51,044 | 38,624 | 27,747 | 25,919 | 12,721 | 29,918 | 30,372 | **282,899** | 13,705 | 34,312 | 34,692 | 111,562 | **134,271** |
| % of U. S. | .25 | 1.49 | 1.34 | 1.01 | .73 | .68 | .33 | .79 | .80 | **7.42** | .36 | .90 | .91 | 2.93 | **5.10** |
| Incomes $10,000 1930 | 901 | 5,512 | 2,579 | 1,966 | 1,474 | 1,180 | 444 | 1,732 | 1,691 | **17,479** | 385 | 1,600 | 2,342 | 4,983 | **9,310** |
| % of U. S. | .35 | 2.12 | 1.00 | .76 | .57 | .46 | .17 | .67 | .65 | **6.75** | .15 | .62 | .90 | 1.93 | **3.60** |
| Savings Deposits '32 $ (M) | 62,774 | 466,309 | 116,598 | 217,993 | 117,226 | 66,876 | 34,282 | 116,071 | 72,079 | **1,270,208** | 42,936 | 121,535 | 88,253 | 183,030 | **435,754** |
| % of U. S. | .26 | 1.92 | .48 | .90 | .48 | .28 | .14 | .48 | .30 | **5.24** | .18 | .50 | .36 | .75 | **1.79** |
| Passenger Autos Rg. '32 | 43,441 | 286,583 | 142,890 | 308,806 | 193,232 | 328,500 | 157,453 | 245,666 | 248,517 | **1,955,088** | 112,587 | 198,787 | 379,599 | 1,001,675 | **1,692,648** |
| % of U. S. | .21 | 1.37 | .68 | 1.48 | .92 | 1.57 | .75 | 1.18 | 1.19 | **9.35** | .54 | .95 | 1.82 | 4.80 | **8.10** |
| Res. Telephones '32 | 35,100 | 226,300 | 180,900 | 215,700 | 151,000 | 163,100 | 66,500 | 176,500 | 164,200 | **1,379,300** | 105,500 | 149,400 | 274,600 | 615,500 | **1,145,000** |
| % of U. S. | .18 | 1.14 | .92 | 1.10 | .77 | .83 | .34 | .90 | .83 | **7.01** | .54 | .76 | 1.39 | 3.13 | **5.82** |
| Postal Receipts '32 $ (M) | 1,092 | 7,159 | 5,577 | 7,058 | 3,864 | 6,005 | 1,736 | 7,374 | 4,953 | **44,818** | 2,905 | 4,611 | 5,524 | 16,954 | **29,994** |
| % of U. S. | .19 | 1.27 | .99 | 1.25 | .68 | 1.06 | .31 | 1.30 | .88 | **7.93** | .51 | .82 | .98 | 3.00 | **5.31** |
| Daily Newspaper Circ. '32 | 52,322 | 539,965 | 464,961 | 383,600 | 239,614 | 333,831 | 138,167 | 389,308 | 336,452 | **2,878,220** | 155,951 | 332,135 | 540,625 | 1,194,676 | **2,223,387** |
| % of U. S. | .14 | 1.48 | 1.28 | 1.05 | .66 | .92 | 38 | 1.07 | .92 | **7.90** | .43 | .91 | 1.48 | 3.29 | **6.11** |
| Sunday Newspaper Circ. '32 | 11,227 | 401,556 | 330,674 | 207,896 | 168,299 | 224,813 | 94,055 | 459,435 | 246,267 | **2,144,222** | 119,299 | 335,518 | 414,568 | 937,614 | **1,806,999** |
| % of U. S. | .05 | 1.62 | 1.33 | .84 | .68 | .90 | .38 | 1.84 | .99 | **8.63** | .48 | 1.35 | 1.67 | 3.77 | **7.27** |
| Owned Homes | 24,063 | 176,702 | 47,190 | 149,230 | 103,802 | 135,375 | 55,707 | 114,808 | 119,523 | **926,400** | 81,653 | 111,071 | 149,483 | 374,755 | **716,962** |
| Rented Homes | 23,497 | 151,923 | 75,223 | 185,338 | 176,748 | 202,022 | 132,013 | 242,642 | 188,045 | **1,377,451** | 103,324 | 190,850 | 188,301 | 471,902 | **954,377** |
| Total Non. Farm Homes | 47,560 | 328,625 | 122,413 | 334,568 | 280,550 | 337,397 | 187,720 | 357,450 | 307,568 | **2,303,851** | 184,977 | 301,921 | 337,784 | 846,657 | **1,671,339** |
| % Owned Homes | 50.59 | 53.77 | 38.54 | 44.60 | 36.99 | 40.12 | 29.67 | 32.11 | 38.84 | **40.21** | 44.14 | 36.78 | 44.25 | 44.26 | **42.89** |
| Median Value ($) | 4,878 | 4,525 | 9,246 | 3,392 | 3,620 | 2,763 | 2,710 | 2,869 | 2,892 | **3,691** | 2,090 | 2,370 | 2,512 | 2,998 | **2,689** |
| Median Rental ($) | 25.58 | 24.84 | 44.28 | 14.77 | 13.13 | 11.90 | 10.00 | 10.70 | 14.56 | **14.22** | 11.56 | 15.52 | 20.07 | 17.83 | **17.09** |

| | Wisc. | **East N. Central** | Minn. | Iowa | Mo. | N. D. | S. D. | Neb. | Kan. | **West N. Central** | Ky. | Tenn. | Ala. | Miss. | **East S. Central** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population Estimates 1933 | 2,992,000 | **25,950,000** | 2,594,000 | 2,482,000 | 3,668,000 | 687,000 | 702,000 | 1,392,000 | 1,900,000 | **13,425,000** | 2,648,000 | 2,664,000 | 2,697,000 | 2,047,000 | **10,056,000** |
| % of U. S. | 2.38 | **20.65** | 2.06 | 1.97 | 2.92 | .55 | .56 | 1.11 | 1.51 | **10.68** | 2.11 | 2.12 | 2.14 | 1.63 | **8.00** |
| Income Tax Rts. 1930 | 97,000 | **868,290** | 58,938 | 41,443 | 87,430 | 8,563 | 9,819 | 28,419 | 34,594 | **269,206** | 32,015 | 33,225 | 23,671 | 14,080 | **102,991** |
| % of U. S. | 2.55 | **22.79** | 1.55 | 1.09 | 2.29 | .22 | .26 | .75 | .91 | **7.07** | .84 | .87 | .62 | .37 | **2.70** |
| Incomes $10,000 1930 | 4,551 | **54,896** | 4,069 | 2,290 | 6,866 | 150 | 271 | 1,424 | 1,570 | **16,640** | 1,976 | 1,897 | 1,169 | 374 | **5,416** |
| % of U. S. | 1.76 | **21.20** | 1.57 | .88 | 2.66 | .06 | .10 | .55 | .61 | **6.43** | .77 | .73 | .45 | .14 | **2.09** |
| Savings Deposits '32 $ (M) | 419,681 | **3,340,500** | 424,974 | 256,009 | 319,180 | 40,310 | 40,253 | 90,034 | 91,849 | **1,262,609** | 141,458 | 126,626 | 72,524 | 57,626 | **398,234** |
| % of U. S. | 1.73 | **13.76** | 1.75 | 1.05 | 1.31 | .17 | .17 | .37 | .38 | **5.20** | .58 | .52 | .30 | .24 | **1.64** |
| Passenger Autos Rg. '32 | 587,906 | **4,995,516** | 581,905 | 606,523 | 618,195 | 130,660 | 142,552 | 322,347 | 432,610 | **2,834,792** | 260,959 | 267,279 | 194,237 | 120,180 | **842,655** |
| % of U. S. | 2.81 | **23.90** | 2.78 | 2.90 | 2.96 | .63 | .68 | 1.54 | 2.07 | **13.56** | 1.25 | 1.28 | .93 | .57 | **4.03** |
| Res. Telephones '32 | 559,800 | **4,731,100** | 494,900 | 559,500 | 661,100 | 77,100 | 104,300 | 286,500 | 384,200 | **2,567,500** | 220,800 | 219,500 | 121,500 | 77,300 | **639,100** |
| % of U. S. | 2.84 | **24.03** | 2.51 | 2.84 | 3.36 | .39 | .53 | 1.46 | 1.95 | **13.04** | 1.12 | 1.11 | .62 | .39 | **3.24** |
| Postal Receipts '32 $ (M) | 12,743 | **138,394** | 14,481 | 10,828 | 22,781 | 2,330 | 2,233 | 6,206 | 6,548 | **65,407** | 5,689 | 6,732 | 3,944 | 2,460 | **18,825** |
| % of U. S. | 2.25 | **24.48** | 2.56 | 1.92 | 4.02 | .41 | .40 | 1.10 | 1.16 | **11.57** | 1.01 | 1.18 | .70 | .44 | **3.33** |
| Daily Newspaper Circ. '32 | 688,951 | **8,160,378** | 750,357 | 681,509 | 1,567,573 | 70,922 | 90,996 | 355,513 | 406,727 | **3,923,597** | 369,085 | 626,271 | 308,286 | 111,972 | **1,415,614** |
| % of U. S. | 1.89 | **22.41** | 2.06 | 1.87 | 4.31 | .19 | .25 | .98 | 1.12 | **10.78** | 1.01 | 1.72 | .85 | .31 | **3.89** |
| Sunday Newspaper Circ. '32 | 406,952 | **5,049,860** | 529,238 | 399,018 | 990,643 | 36,668 | 44,182 | 281,142 | 223,222 | **2,504,113** | 257,314 | 361,664 | 188,088 | 76,141 | **883,207** |
| % of U. S. | 1.64 | **20.31** | 2.13 | 1.60 | 3.98 | .15 | .18 | 1.13 | .90 | **10.07** | 1.04 | 1.44 | .76 | .31 | **3.55** |
| Owned Homes | 296,457 | **2,700,273** | 227,336 | 233,509 | 300,093 | 35,880 | 39,997 | 117,657 | 177,624 | **1,132,096** | 154,085 | 138,660 | 105,494 | 65,032 | **463,271** |
| Rented Homes | 218,059 | **2,542,573** | 182,857 | 172,445 | 357,810 | 29,680 | 35,746 | 88,985 | 136,466 | **1,003,989** | 196,527 | 194,015 | 205,076 | 97,661 | **693,279** |
| Total Non. Farm. Homes | 514,516 | **5,242,846** | 410,193 | 405,954 | 657,903 | 65,560 | 75,743 | 206,642 | 314,090 | **2,136,085** | 350,612 | 332,675 | 310,570 | 162,693 | **1,156,550** |
| % Owned Homes | 57.61 | **51.50** | 55.42 | 57.52 | 45.61 | 54.72 | 52.80 | 56.93 | 56.55 | **52.99** | 43.94 | 41.68 | 33.96 | 39.97 | **40.05** |
| Median Value ($) | 4,781 | **5,114** | 4,297 | 3,657 | 4,050 | 2,762 | 3,180 | 3,717 | 2,768 | **3,704** | 3,268 | 2,903 | 2,710 | 2,074 | **2,856** |
| Median Rental ($) | 28.79 | **33.59** | 26.83 | 22.00 | 24.99 | 22.08 | 20.68 | 22.61 | 19.03 | **23.43** | 14.35 | 13.66 | 10.00 | 10.00 | **12.23** |

| | Mont. | Idaho | Wyo. | Colo. | N. M. | Ariz. | Utah | Nev. | **Mountain States** | Wash. | Ore. | Calif. | **Pacific States** | **TOTAL U. S.** |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population Estimates 1933 | 538,000 | 447,000 | 231,000 | 1,052,000 | 434,000 | 453,000 | 518,000 | 93,000 | **3,766,000** | 1,599,000 | 983,000 | 6,062,000 | **8,644,000** | **125,693,000** |
| % of U. S. | .43 | .36 | .18 | .84 | .35 | .36 | .41 | .07 | **3.00** | 1.27 | .78 | 4.82 | **6.87** | **100.00** |
| Income Tax Rts. 1930 | 11,743 | 7,959 | 6,974 | 30,999 | 6,576 | 10,974 | 12,092 | 4,332 | **91,649** | 57,346 | 24,066 | 305,244 | **386,656** | **3,809,707** |
| % of U. S. | .31 | .21 | .18 | .82 | .17 | .29 | .32 | .11 | **2.41** | 1.51 | .63 | 8.01 | **10.15** | **100.00** |
| Incomes $10,000 1930 | 473 | 168 | 189 | 1,655 | 261 | 386 | 561 | 143 | **3,836** | 1,981 | 1,311 | 17,627 | **20,919** | **258,934** |
| % of U. S. | .18 | .06 | .07 | .64 | .10 | .15 | .22 | .06 | **1.48** | .77 | .51 | 6.80 | **8.08** | **100.00** |
| Savings Deposits '32 $ (M) | 50,106 | 24,216 | 20,005 | 97,825 | 9,670 | 19,931 | 47,658 | 16,609 | **286,020** | 180,700 | 97,752 | 1,699,123 | **1,977,575** | **24,281,346** |
| % of U. S. | .21 | .10 | .08 | .40 | .04 | .08 | .20 | .07 | **1.18** | .74 | .40 | 7.00 | **8.14** | **100.00** |
| Passenger Autos Rg. '32 | 88,647 | 81,993 | 46,330 | 255,854 | 61,720 | 80,099 | 83,089 | 25,035 | **722,767** | 381,490 | 236,405 | 1,738,385 | **2,356,280** | **20,903,422** |
| % of U. S. | .42 | .39 | .22 | 1.23 | .30 | .38 | .40 | .12 | **3.46** | 1.83 | 1.13 | 8.31 | **11.27** | **100.00** |
| Res. Telephones '32 | 62,200 | 59,000 | 31,200 | 195,500 | 25,100 | 41,400 | 68,500 | 15,800 | **498,700** | 326,000 | 189,400 | 1,419,700 | **1,935,100** | **19,690,000** |
| % of U. S. | .32 | .30 | .16 | .98 | .13 | .21 | .35 | .08 | **2.53** | 1.66 | .96 | 7.21 | **9.83** | **100.00** |
| Postal Receipts '32 $ (M) | 2,036 | 1,284 | 866 | 5,655 | 983 | 1,276 | 1,836 | 517 | **14,453** | 7,262 | 4,561 | 33,051 | **44,874** | **565,274** |
| % of U. S. | .36 | .23 | .15 | 1.01 | .17 | .23 | .32 | .09 | **2.56** | 1.28 | .81 | 5.85 | **7.94** | **100.00** |
| Daily Newspaper Circ. '32 | 87,689 | 72,344 | 23,847 | 276,016 | 61,199 | 72,710 | 114,667 | 24,776 | **733,248** | 580,302 | 370,968 | 2,161,072 | **3,112,342** | **36,407,699** |
| % of U. S. | .24 | .20 | .07 | .76 | .17 | .20 | .31 | .07 | **2.02** | 1.59 | 1.02 | 5.94 | **8.55** | **100.00** |
| Sunday Newspaper Circ. '32 | 75,448 | 49,258 | 11,664 | 385,650 | 17,465 | 53,471 | 77,862 | 5,123 | **675,941** | 398,995 | 325,140 | 1,560,454 | **7,284,589** | **24,859,888** |
| % of U. S. | .30 | .20 | .05 | 1.55 | .07 | .22 | .31 | .02 | **2.72** | 1.60 | 1.31 | 6.28 | **9.19** | **100.00** |
| Owned Homes | 39,378 | 32,095 | 15,269 | 96,552 | 30,716 | 33,017 | 50,730 | 8,990 | **306,747** | 188,333 | 111,762 | 632,202 | **932,297** | **10,503,386** |
| Rented Homes | 45,186 | 31,991 | 23,293 | 100,980 | 31,222 | 49,009 | 40,842 | 12,118 | **334,641** | 149,822 | 93,093 | 793,986 | **1,036,901** | **12,351,549** |
| Total Non. Farm. Homes | 84,564 | 64,086 | 38,562 | 197,532 | 61,938 | 82,026 | 91,572 | 21,108 | **641,388** | 338,155 | 204,855 | 1,426,188 | **1,969,198** | **22,854,935** |
| % Owned Homes | 46.56 | 50.08 | 39.59 | 48.87 | 49.59 | 40.25 | 55.39 | 42.59 | **47.82** | 55.69 | 54.55 | 44.32 | **47.34** | **45.95** |
| Median Value ($) | 2,364 | 2,433 | 3,136 | 3,209 | 1,000 | 2,363 | 3,098 | 2,541 | **2,635** | 3,316 | 3,574 | 5,491 | **4,816** | **4,859** |
| Median Rental ($) | 21.31 | 17.99 | 19.53 | 22.38 | 13.46 | 19.17 | 20.79 | 21.12 | **19.85** | 23.60 | 21.51 | 32.73 | **30.35** | **27.88** |

*Reprinted from "The Daily Mail," January 10th, 1934.*

# Daily Mail

LONDON — MANCHESTER

# NET DAILY SALES

—

# A 12 YEARS' TRIUMPH

*The Daily Mail* to-day prints—in figures—a story of gigantic achievement—unparalleled in the history of journalism and unapproached by any other daily newspaper in the world.

It is the story of audited net sales for the *last twelve years*—beginning when net sales were the only true guide to the popularity of a newspaper and continuing over a period marked by the keenest newspaper competition ever known.

In this amazing table of millions is a record of supremacy which *The Daily Mail* is proud to share with its readers. It is their unswerving loyalty—year in, year out, over exacting times of depression and the bitterest of "newspaper wars"—that has made possible the greatest and most significant of all world records.

*The Daily Mail* is determined to hold this record; unsparing of effort and expenditure. Fearless and outspoken, playing its daily vital part in the life of the nation, its influence and achievement in the public's interests have passed into history.

Its leadership will continue, as ever, in the fields of newspaper enterprise; in providing an unrivalled service of news and features which has won for *The Daily Mail* its envied reputation as "the greatest newspaper in the world."

**and an average NET DAILY SALE exceeding 1,750,000 for 12 years.**

London, January 9, 1934.

We certify that the average Daily Net Sales of *The Daily Mail* after deducting all unsold and free copies whatsoever for each of the twelve years to 31st December, 1933, were as follows:—

| | |
|---|---|
| 1922 | 1,784,313 |
| 1923 | 1,768,172 |
| 1924 | 1,745,853 |
| 1925 | 1,742,772 |
| 1926 | 1,740,365 |
| 1927 | 1,802,255 |
| 1928 | 1,933,293 |
| 1929 | 1,945,635 |
| 1930 | 1,845,087 |
| 1931 | 1,781,941 |
| 1932 | 1,755,914 |
| 1933 | 1,772,188 |

(Signed) LEVER, HONEYMAN & CO.,
*Chartered Accountants.*

(Signed) LAYTON-BENNETT, CHIENE & TAIT,
*Chartered Accountants.*

**READ THROUGHOUT GREAT BRITAIN, "THE DAILY MAIL" REPRESENTS IN ITSELF A COMPLETE NATIONAL ADVERTISING CAMPAIGN IN THE BRITISH MARKET**

*Northcliffe House, London, E. C. 4.*

# BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER By Allan Delafons, London Correspondent

## ENGLAND

| CITY, POPULATION, NEWSPAPERS | *Certified †A. B. C. Circulation | Advertising Rates Inch | Page | Editor | Proprietors | Managing Director | Advertising Manager |
|---|---|---|---|---|---|---|---|
| LONDON, 8,202,818 | | | | | | | |
| Daily Express | 1,850,000* | £5.10/ | £825 | A. Christensen | London Express Newspapers, Ltd. | E. J. Robertson (gen. mgr.) | L. W. Needham (ad. dir.) |
| Daily Herald | 2,000,000* | £5.10/ | £730 | W. H. Stevenson | Daily Herald (1929) Ltd. | J. S. Elias | Maurice Poyser |
| The Daily Mail | | £6 | 1400 front £900 inside | W. L. Warden | Associated Newspapers, Limited | C. Stephen Millikin (advt. director) | Leonard Raftery |
| The Sunday Dispatch | | £4 | £600 | | Associated Newspapers, Limited | C. Stephen Millikin (advt. director) | G. N. Smith |
| Daily Mirror | 1,071,200* | £5.11/1d. | £300 | L. D. Brownlee | Daily Mirror Newspaper Proprietors, Ltd. | W. D. Roome | G. K. Le Fevre |
| Daily Sketch | 1,012,603* | £9.7/6d. | £300 | A. Curthoys | Daily Sketch & Sunday Graphic, Ltd. | William Will | U. B. Walmsley |
| Daily Telegraph | 331,928* | £3.10/ | £539 | A. E. Watson | The Daily Telegraph, Ltd. | Lt. Col. Hon. E. F. Lawson | G. P. Simon |
| News Chronicle | 1,315,600* | £4.12/6d. | £700 | A. Vallance | News Chronicle, Ltd. | Sir Walter Layton (chmn.) | W. E. Tomlin (adv. dir.) |
| Evening News (E) | 656,383* | £4.10/ | £600 | | Associated Newspapers, Ltd. | | C. W. Truefitt |
| Morning Advertiser | | | | | | | F. D. Chappell |
| Morning Post | 130,174* | £2.5/ | £300 | H. W. Gwynne | The Morning Post, Ltd. | Ivor Fraser (gen. mgr.) | G. R. Pope |
| News of the World | 3,350,000 | £11.10/ | £2,200 | Sir Emsley Carr | News of the World, Ltd. | Lord Riddell (chrmn.) | Hbt. M. Bussy |
| Observer | 210,485* | £3 | £264 | J. L. Garvin | The Observer, Ltd. | J. L. Garvin | J. E. Berridge |
| The People | 3,000,000* | £11 | £1,682.9/ | H. Ainsworth | Long Acre Press, Ltd. | J. S. Elias | K. Richardson |
| Reynold's Illustrated News | | 45/ | £200 | S. R. Elliott | Nat. Co-Operative Pubg. Soc., Ltd. | | F. James |
| Sunday Referee | 110,000† | £2 | £300 | Mark Goulden | Sunday Referee (1931), Ltd. | Isadore Osterer<br>Mark Goulden, (Mang. Ed.) | W. J. Collins<br>H. M. Cragoe (ad. dir.) |
| The Star (E) | 711,382 | £3 | £185 | Edward Chattaway | Daily News, Ltd. | B. F. Crosfield | F. Simonis (ad. dir.) |
| The Times | 180,000* | £3 | £470 | Geoffrey Dawson | The Times Publishing Co., Ltd. | Maj. Hon. J. J. Astor<br>W. Lints Smith (gen. mgr.) | E. Hopkinson |
| Weekly Dispatch | | | | | | | |
| Sunday Express | 1,075,416* | £4 | £600 | John R. Gordon | London Express Newspapers, Ltd. | L. A. Plummer (gen. mgr.) | L. W. Needham (ad. dir. |
| Evening Standard (E) | 406,336† | £4.10/ | £300 | Percy Cudlipp | Evening Standard Co., Ltd. | Michael Wardell | H. T. Beasley |
| Sunday Pictorial | 2,000,000 | £ | | | | | |
| Sunday Times | | | | | | | |
| BARROW IN FURNESS, 66,366 | | | | | | | |
| Northwestern Daily Mail | | 6/ | | M. T. Hackett | Barrow News & Mail, Ltd. | Edw. Foster<br>J. H. Smith (gen.mgr) | |
| BATH, 68,801 | | | | | | | |
| Bath & Wilts Chronicle | 25,000 | 5/ | £50 | J. H. Walker | Wessex Assoc. News, Ltd. | J. H. Walker | Mrs. E. Barber |
| BIRMINGHAM, 1,002,413 | | | | | | | |
| Evening Despatch (E) | 160,000 | 25/ | £180 | F. R. Gilman | Birmingham Gazette, Ltd. | | W. T. Dudden |
| Gazette | 130,000 | 25/ | £180 | W. H. Gilman | Birmingham Gazette, Ltd. | | W. T. Dudden |
| Sunday Mercury | | 30/ | £180 | G. T. Rose | Birmingham Gazette, Ltd. | | W. T. Dudden |
| Mail (E) | | 25/ | £250 | H. F. Harvey | Sir Chas. Hyde, Bt. | | H. S. Whitworth |
| Post | | 18/ | £160 | E. W. Record | Sir Chas. Hyde, Bt. | | J. E. Harrison |
| BLACKBURN 122,695 | | | | | | | |
| Nor'n. Dy. Telegraph | 75,000* | 15/ | £120 | O. Wilbridge | North-Western Newspaper Co., Ltd. | | |
| BOLTON 177,253 | | | | | | | |
| Evening News | 53,110† | 7/6d. | £60 | Isaac Edwards | Tillotsons Newspapers, Ltd. | F. L. Tillotson (govern. dir.) | R. Sheppard (ad. mgr. & dir.) |
| BOURNEMOUTH 116,780 | | | | | | | |
| The Daily Echo | 40,000 | 8/ | £80 | W. A. Park | The Southern Newspapers, Limited. | R. Fairbairn | D. A. Gleave |
| BRADFORD 298,041 | | | | | | | |
| Telegraph & Argus | | £1 | £150 | W. Fleming | Bradford and District Newspapers Co., Ltd. | W. R. Derwent | E. Lumsdon |
| Yorks. Observer | | 15/ | £100 | S. Oddy | Bradford and District Newspapers Co., Ltd. | W. R. Derwent | E. Lumsdon |
| BRIGHTON 298,041 | | | | | | | |
| Evening Argus | | | | | | | |
| Sussex Daily News | | | | | | | |
| BRISTOL 396,918 | | | | | | | |
| Western Daily Press | | 10/ | £100 | W. A. Passmore | Walter Reid & Son, Ltd. | A. A. Allen | W. J. Sheppard |
| Evening World | | 17/6d. | £60 | R. T. Lewis | Western Newspapers, Ltd. | W. A. McWhirter | G. Meayers |
| BURTON-ON-TRENT 49,485 | | | | | | | |
| Daily Mail (E) | | 7/6d. | £45 | A. Chapman | Burton Daily Mail, Ltd. | D. Burrell | G. C. Sergeant |
| Chronicle (W) | | 4/6d. | £28 | F. T. Squire | Burton Chronicle, Ltd. | W. G. Stiles | W. J. Mould |
| CAMBRIDGE 66,803 | | | | | | | |
| Daily News | | | | | | | |
| CHELTENHAM 49,385 | | | | | | | |
| Gloucestershire Echo (E) | 14,500* | 7/6d. | | J. Taylor Brown | Cheltenham Newspaper Co., Ltd. | W. A. McWhirter | C. H. Taylor |
| Cheltenham Chronicle (W) | 10,000 | 7/6d. | | J. Taylor Brown | Cheltenham Newspaper Co., Ltd. | W. A. McWhirter | C. H. Taylor |
| COVENTRY 167,046 | | | | | | | |
| Midland Daily Telegraph | 35,000* | 6/ | £60 | W. Reynolds | Midland Daily Telegraph, Ltd. | | Cyril Smith (man.) |
| DARLINGTON 72,093 | | | | | | | |
| Northern Echo | 100,000* | 17/6d. | £200 | Albert Clayton | North of England Newspaper Co., Ltd. | W. J. Bailey<br>W. R. Derwent | J. B. Smith |
| Northern Dispatch (E) | | 5/ | £100 | W. H. Hopper | North of England Newspaper Co., Ltd. | W. J. Bailey<br>W. R. Derwent | J. B. Smith |
| DERBY 142,406 | | | | | | | |
| Evening Telegraph | | 7/6 | £57.15/ | C. Forrest | Derby Daily Telegraph, Ltd. | W. A. McWhirter | P. J. Ball |
| EXETER 66,039 | | | | | | | |
| Devon & Exeter Gazette | | | | | | | |
| Express & Echo | | | | | | | |
| GLOUCESTER, 52,937 | | | | | | | |
| Citizen (E) | | 7/6d. | £33.15/ | T. Bell | Gloucester Newspapers, Ltd. | W. A. McWhirter | T. Bell |
| Journal (W) | | 7/6d. | £33.15/ | T. Bell | Gloucester Newspapers, Ltd. | W. A. McWhirter | T. Bell |
| GRIMSBY, 92,463 | | | | | | | |
| Evening Telegraph (E) | 24,702* | 10/ | £75.5/ | H. P. Haddow | Hull & Grimsby Newspapers, Ltd. | | G. Ludlam |
| Saturday Telegraph | 22,500 | 7/6d. | £56.8/9d. | H. P. Haddow | Hull & Grimsby Newspapers, Ltd. | | G. Ludlam |
| HALIFAX, 92,122 | | | | | | | |
| Courier & Guardian | 28,988* | 5/ | £56 | | Halifax Courier, Ltd. | | |
| HASTINGS, 65,199 | | | | | | | |
| Evening Argus | | | | | | | |
| HANLEY, 276,619 | | | | | | | |
| Evening Sentinel (E) | 72,000* | 10/ | £80.10/ | E. N. Scott | Staffordshire Sentinel Newspapers, Ltd. | W. A. McWhirter | T. W. Roberts |
| Weekly Sentinel | 20,000* | 4/6d. | £36.4/6d. | E. N. Scott | Staffordshire Sentinel Newspapers, Ltd. | W. A. McWhirter | T. W. Roberts |
| HARTLEPOOL, WEST, 68,134 | | | | | | | |
| Northern Daily Mail | 17,260† | | | J. E. Boyd | Northern Daily Mail Co., Ltd. | Samuel Storey, M. P. | R. E. Fortune |
| HUDDERSFIELD, 113,467 | | | | | | | |
| Examiner | 20,409† | 6/ | £45 | Elliott Dodds | Jos. Woodhead and Sons, Ltd. | A. L. Woodhead | J. A. Berry |
| HULL, 313,366 | | | | | | | |
| Daily Mail (E) | | 15/ | £115 | W. S. Robinson | Hull & Grimsby Newspapers, Ltd. | W. A. McWhirter | J.W. Hallowell |
| Times (W) | | 12/ | £92.8/ | W. S. Robinson | Hull & Grimsby Newspapers, Ltd. | W. A. McWhirter | J.W. Hallowell |
| Sports Mail (W) | | 6/ | £46.4/ | W. S. Robinson | Hull & Grimsby Newspapers, Ltd. | W. A. McWhirter | J.W. Hallowell |
| IPSWICH, 97,557 | | | | | | | |
| East Anglian Daily Times | | 16/ | £130 | | East Anglian Daily Times Co., Ltd. | | |
| Star (E) | | 10/ | £80 | | East Anglian Daily Times Co., Ltd. | | |
| KETTERING, 31,220 | | | | | | | |
| Northants Evening Telegraph | | | | | | | |
| LEAMINGTON SPA, 29,662 | | | | | | | |
| Morning News | 3,000 | 2/ | £5 | S. H. Churches (man. edr.) | Churches and Budd | | |

# DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(Continued from page 207)

## ENGLAND—(Continued)

| CITY POPULATION, NEWSPAPERS | Certified* A. B. C.† Circulation | Advertising Rates Inch | Page | Editor | Proprietors | Managing Director | Advvertising Manager |
|---|---|---|---|---|---|---|---|
| LEEDS, 482,789 | | | | | | | |
| The Mercury | 58,977* | 15/ | £100 | W. L. Andrews | Yorkshire Conservative Newspaper Co., Ltd. | | Stanley Gray |
| Yorks Evening Post (E) | 169,437* | 27/ | £250 | H. Futrell | Yorkshire Conservative Newspaper Co., Ltd. | | R. W. Kinghorn |
| Yorks Evening News (E) | | | | | | | |
| Yorkshire Post | 30,282* | 30/ | £250 | Arthur Mann | Yorkshire Conservative Newspaper Co. ,Ltd. | | Stanley Gray |
| LEICESTER, 239,111 | | | | | | | |
| Daily Mercury | | 10/ | £60 | H. W. Bourne | F. Hewitt & Son (1927), Ltd. | W. J. Basford<br>C. T. Barton | G. W. S. Smith |
| Evening Mail (E) | 34,000* | 6/6d. | £50 | T. B. McKim | Midland Newspapers, Ltd. | W. A. McWhirter | G. T. Taylor |
| LINCOLN, 66,426 | | | | | | | |
| Lincolnshire Echo | 16,500* | 5/ | £38.10/ | J. Watts-Macike | Lincolnshire Pubg. Co. | W. A. McWhirter | M. Digby-Smith |
| LIVERPOOL, 855,539 | | | | | | | |
| Evening Express (E) | 100,452† | £1 | £200 | W. C. Clissitt | C. Tinling & Co., Ltd. | A. Burchill (mgr. editor) | E. W. Booth |
| Post & Mercury | 46,236† | 12/6 | £126 | John Macleay | Liverpool Daily Post & Echo, Ltd. | Allan Jeans | W. J. Booth |
| Echo | 221,687† | 30/ | £300 | E. Hope Prince | Liverpool Daily Post & Echo, Ltd. | Allan Jeans | W. J. Booth |
| MANCHESTER, 766,333 | | | | | | | |
| Daily Dispatch | 392,000* | £3 | £450 | W. Nicol | Allied Newspapers, Ltd., Manchester | E. G. F. Tebbutt | W. M. Teasdale (ad.dir.) |
| Evening Chronicle (E) | | £2 | £250 | J. W. Woodridge | Allied Newspapers, Ltd., Manchester | E. G. F. Tebbutt | W. M. Teasdale (ad.dir.) |
| Sunday Chronicle (S) | 929,568* | £4 | £640 | J. W. Drawbell | Allied Newspapers, Ltd., Manchester | E. G. F. Tebbutt | W. M. Teasdale (ad.dir.) |
| Empire News (S) | 1,535,000 | £6 | £960 | M. Lanson | Allied Newspapers, Ltd., Manchester | E. G. F. Tebbutt | W. M. Teasdale (ad.dir.) |
| Guardian | | £1 | £160 | W. P. Crozier | Manchester Guardian & Evening News, Ltd. | J. R. Scott | C. W. Tonge |
| Evening News (E) | | £1.5/ | £200 | H. W. Archer | Manchester Guardian & Evening News, Ltd. | J. R. Scott | C. W. Tonge |
| MIDDLESBROUGH, 138,489 | | | | | | | |
| North-Eastern Daily Gazette | 70,000 | 10/ | £120 | J. W. Thompson | North-Eastern Newspapers (1926), Ltd. | A. Pickering (dir. & gen.mgr.) | T.W. Radford |
| NEWCASTLE-UPON-TYNE, 283,145 | | | | | | | |
| Daily Journal | 25,895† | 8/ | £100 | F. T. Souden | Northern Counties Cons. Mpr. Co., Ltd. | S. Storey, M.P. | W. Fletcher |
| Evening Chronicle (E) | 200,000 | £1.7/6d. | £... | W. Redpath | Newcastle Chronicle, Ltd. | E. Tebbutt | W. G. Tully |
| Sunday Sun (E) | | £1 | | J. R. Spencer | Newcastle Chronicle, Ltd. | E. Tebbutt | W. G. Tully |
| North Mail | 110,000 | 15/ | | J. Grey | Newcastle Chronicle, Ltd. | E. Tebbutt | W. G. Tully |
| NORTHAMPTON, 93,314 | | | | | | | |
| Daily Chronicle & Echo | | 9/ | £60 | W. C. Barrons | Northampton Mercury Co., Ltd. | T. R. Barker | T. R. Barker |
| NORTH SHIELDS | | | | | | | |
| Daily News | | 5/ | £50 | F. L. Johnson | Northern Press, Ltd. | | T. W. Graham |
| NORWICH, 126,207 | | | | | | | |
| Eastern Daily Press | | | | A. Cozens-Hardy | Norfolk News Co., Ltd. | | Gordon Brett |
| Eastern Evening News | | | | A. Cozens-Hardy | Norfolk News Co., Ltd. | | Gordon Brett |
| NOTTINGHAM, 268,801 | | | | | | | |
| Evening News (E) | 52,000 | 15/ | £120 | P. G. Whatnall | Nottingham Journal, Ltd. | G. A. Newling (gen. man.) | J. Hughes |
| Journal | 50,000 | 15/ | £120 | R. D. Rider | Nottingham Journal, Ltd. | G. A. Newling (gen. man.) | J. Hughes |
| Evening Post (E) | | 15/ | £120 | | T. Bailey Forman | | |
| Guardian | | 12/ | £100 | | T. Bailey Forman | | |
| OLDHAM, 140,309 | | | | | | | |
| Evening Chronicle | | 5/ | £50 | W. S. Stewart | Hirst, Kidd & Rennie, Ltd. | H. Hirst | G. K. Ball |
| PENZANCE, 11,342 | | | | | | | |
| Cornishman | 16,490* | 4/ | £18 | Herbert Thomas | Cornishman Newspaper Co., Ltd. | H. Hartley Thomas | W. K. Morris |
| Evening Tidings (E) | | 2/ | £18 | Herbert Thomas | Cornishman Newspaper Co., Ltd. | H. Hartley Thomas | W. K. Morris |
| PLYMOUTH, 208,166 | | | | | | | |
| Western Independent | | 7/6 | £40 | R. A. J. Walling | Whitfield & Newman, Ltd. | R. A. J. Walling & H. Whitfield | H. Whitfield (ad. dir.) |
| Western Evening Herald | | | | | | | |
| Western Morning News | | | | | | | |
| PORTSMOUTH, 249,288 | | | | | | | |
| Evening News & Hampshire Telegraph | 59,435* | 6/ | £80 | W. G. Easthope | Portsmouth Newspapers, Ltd. | W. Tomkinson | W. Hunter |
| PRESTON, 118,839 | | | | | | | |
| Lancs. Daily Post | | 10/ | £80 | Arnold Horner | Provincial Newspapers, Ltd. | G. F. Toulmin (man.) | C. Moore |
| SCARBOROUGH, 41,791 | | | | | | | |
| Evening News & Daily Post (E) | | 6/ | | F. C. Whittaker | Scarborough & District Newspaper Co., Ltd. | F. C. Whittaker | A. Bailey |
| SHEFFIELD, 511,742 | | | | | | | |
| Daily Telegraph | 60,000 | 15/ | £150 | J. Oakley | Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd. | H. J. Staines | N. St. J. Stembridge |
| Yorks. Tele. & Star | 200,000 | 25/ | £250 | H. L. Cooper | Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd. | H. J. Staines | N. St. J. Stembridge |
| Daily Independent | | 15/ | £150 | F. K. Gardiner | Sir W. C. Leng & Co. (Sheffield Telegraph), Ltd. | H. J. Staines | N. St. J. Stembridge |
| SOUTHAMPTON, 176,025 | | | | | | | |
| Southern Daily Echo | 60,000 | 8/ | £80 | A. E. Jones | Southern Newspapers, Ltd. | W. A. Gleave (gen. mgr. & dir.) | F. W. George |
| SOUTH SHIELDS, 113,452 | | | | | | | |
| Shields Daily Gazette | | 6/ | £60 | F. L. Johnson | Northern Press, Ltd. | | T. W. Graham |
| STOCKPORT, 125,505 | | | | | | | |
| Cheshire Daily Echo | | 5/ | | Wm. Astle | Swain & Co., Ltd. | | J. H. Walker |
| SUNDERLAND, 185,870 | | | | | | | |
| Daily Echo & Shipping Gazette | 44,275† | 5/ | £70 | E. Tucker | Sunderland Echo Co., Ltd. | S. Storey | P. R. Seabrook |
| SWINDON, 62,407 | | | | | | | |
| North Wilts Herald | 17,000 | 7/6 | £40 | H.L.Howarth(mng.ed) | Swindon Press, Ltd. | | J. A. Smith |
| Evening Advertiser (E) | 21,000 | 7/6 | £40 | H.L.Howarth(mng.ed) | Swindon Press, Ltd. | | J. A. Smith |
| TORQUAY, 49,165 | | | | | | | |
| Herald & Express | | | | | | | |
| WEYMOUTH, 21,982 | | | | | | | |
| Dorset Daily Echo | 20,000 | 5/ | | W. H. Hill | Southern Newspapers, Ltd. | P. H. Thompson(mng.ed. & advt. mng.) | |
| WOLVERHAMPTON, 133,190 | | | | | | | |
| Express & Star | | | | | | | |
| WORCESTER, 50,497 | | | | | | | |
| Daily Times | 14,000 | 5/ | | H. G. Davey | Berrows Worcester Journal Co., Ltd. | | W. J. Pearce |
| YORK, 84,810 | | | | | | | |
| Yorkshire Herald | 18,000 | 12/6d. | £100 | J. Moffat | Yorks. Herald Newspaper Co., Ltd. | A. M. Wiseley (gen.mgr) | E. Hewitson |
| Yorks Evening Press (E) | 52,000 | 12/6d. | £100 | J. Moffat | Yorks. Herald Newspaper Co., Ltd. | A. M. Wiseley (gen.mgr) | E. Hewitson |
| DOUGLAS (I. O. M.) | | | | | | | |
| I. O. M. Daily Times | | 2/ | £25 | G. J. A. Brown | Brown and Sons, Ltd. | G. J. A. Brown | N. G. Brown |

## SCOTLAND

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| ABERDEEN, 167,259 | | | | | | | |
| Evening Express (E) | | 10/ | £80.10/ | Wm. Veitch | Aberdeen Journals, Ltd. | W. Veitch (mg. ed.) | Wm. J. Peters |
| Press & Journal | | 8/ | £64.8/ | Wm. Veitch | Aberdeen Jorunals, Ltd. | W. Veitch (mg. ed.) | Wm. J. Peters |
| DUNDEE, 175,583 | | | | | | | |
| Courier & Advertiser | | 20/ | £154 | | John Leng & Co., Ltd. & D. C. Thomson & Co., Ltd. | | |
| Evening Telegraph & Post (E) | | | | | D. C. Thomson & Co., Ltd. | | J. Johnston |
| EDINBURGH, 438,988 | | | | | | | |
| Evening Dispatch (E) | | 12/ | £130 | T. B. Maclachlan | John Ritchie & Co. | | Rex Fieldhouse |
| Scotsman | | 25/ | £250 | Geo. A. Waters | John Ritchie & Co. | | Rex Fieldhouse |
| Evening News (E) | | 13/ | | W. McPhail | Provincial Newspapers, Ltd. | G. S. Wilson | C. A. Thomson |
| GLASGOW, 1,088,417 | | | | | | | |
| Evening Times (E) | | 21/ | £180 | James Willock | Geo. Outram & Co., Ltd. | | Bryce B. Morrison |
| Glasgow Herald | | 20/ | £168 | Sir Robt. Bruce | Geo. Outram & Co., Ltd. | | Bryce B. Morrison |
| Bulletin | | 12/ | £42 | Wm. Heddle | Geo. Outram & Co., Ltd. | | Bryce B. Morrison |
| Citizen (E) | | | | | | | |

# DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(*Continued from page* 208)

## SCOTLAND—Continued

| CITY POPULATION, NEWSPAPERS | Certified* A. B. C.† Circulation | Advertising Rates Inch | Advertising Rates Page | Editor | Proprietors | Managing Director | Advertising Manager |
|---|---|---|---|---|---|---|---|
| GLASGOW (Continued) | | | | | | | |
| Daily Record & Mail | 220,000* | 25/ | | | Assoc. Scottish Newspapers, Ltd. | D. R. Anderson | J. Robertson |
| Evening News (E) | | 15/ | | | Assoc. Scottish Newspapers, Ltd. | D. R. Anderson | J. Robertson |
| Sunday Post (S) | | | | | D. C. Thomson & Co., Ltd. | | J. Johnston |
| GREENOCK, 79,948 | | | | | | | |
| Evening Telegraph | 20,000 | 8/ | £65 | Alan MacDonald | Orr, Pollock & Co. | Andrew Macmillan | J. Lee |
| PAISLEY, 86,441 | | | | | | | |
| Daily Express | | 6/ | £50 | Hamil C. Lochhead | Wm. A. Lochhead | | Allan Carswell |

## IRELAND

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| BELFAST, 415,151 | | | | | | | |
| Ireland's Saturday Night | | 10/ | | R. M. Sayers | W. & G. Baird, Ltd. | Sir Robt. H. H. Baird | Wm. Cassidy |
| Belfast Telegraph | | 12/6d. | £140 | Rt. Hon. Thos. Moles, M. P. | W. & G. Baird, Ltd. | Sir Robt. H. H. Baird | Wm. Cassidy |
| Irish News | | | | | | | |
| Irish Daily Telegraph | | 5/ | | Rt. Hon. Thos. Moles, M. P. | W. & G. Baird, Ltd. | Sir Robt. H. H. Baird | Wm. Cassidy |
| Northern Whig | 30,850 | 7/6d. | £60 | F. M. Adams | The Northern Whig, Ltd. | J. G. Cunningham | R. S. Gourley |
| Belfast News-Letter | | 7/6d. | £70 | W. H. McKee | Belfast News-Letter, Ltd. | J. Henderson, R. K. Henderson | E. Metcalfe |
| DUBLIN, I. F. S., 418,945 | | | | | | | |
| Irish Independent | 129,697* | 15/ | £160 | T. Quilty | Independent Newspapers, Ltd. | Dr. W. Lombard Murphy | T. A. Grehan |
| Irish Press | 95,772† | | | | Jack Harrington, Pub. and Gen. Mgr. | | |
| Evening Herald (E) | 92,338* | 7/6 | £80 | M. Brunicardi | Independent Newspapers, Ltd. | Dr. W. Lombard Murphy | T. A. Grehan |
| Weekly Independent (S) | 80,763* | 12/6d. | £100 | T. O'Donnell | Independent Newspapers, Ltd. | Dr. W. Lombard Murphy | T. A. Grehan |
| Evening Mail (E) | | | | | | | |
| Irish Times | | 12/6d. | | John E. Nealy | Irish Times, Ltd. | J. J. Simington | J. J. Simington |
| CORK, I. F. S., 287,257 | | | | | | | |
| Examiner | | | | | | | |
| Echo (E) | | | | | | | |

## CHANNEL ISLANDS

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| GUERNSEY, 40,120 | | | | | | | |
| Evening Press (E) | | | | | | | |
| The Star | | 4/ | | Victor A. Lewis | Guernsey Star & Gazette Co., Ltd. | J. J. Eveson (secy. mgr.) | Geo. A. Bradshaw |
| JERSEY, 49,474 | | | | | | | |
| Morning News | | | | | | | |
| Evening Post (E) | 11,000 | 6/ | | A. Harrison | W. E. Guiton & Co. | A. Harrison | A. J. Harrison |

## WALES

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| CARDIFF, 223,648 | | | | | | | |
| South Wales Echo & Express | | 20/ | £150 | D. C. Stephen | Western Mail & Echo, Ltd. | Robt. J. Webber | R. Powell Henry |
| Western Mail | | 20/ | £150 | J. A. Sandbrook | Western Mail & Echo, Ltd. | Robt. J. Webber | W. J. Minchington |
| NEWPORT (MON.), 89,198 | | | | | | | |
| South Wales Argus | | | | | | | |
| SWANSEA, 164,825 | | | | | | | |
| South Wales Evening Post (E) | 47,100* | 8/6d. | £65 | Malcolm H. Smith | The Swansea Press, Ltd. | W. A. McWhirter | C. B. Jones |
| Herald of Wales (W) | | 5/ | £38. 10/ | Malcolm H. Smith | The Swansea Press, Ltd. | W. A. McWhirter | C. B. Jones |

## BRITISH ADVERTISING ASSOCIATIONS

**THE ADVERTISING ASSOCIATION, INCORPORATED** (District 14 of the I.A.A.), is a company limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safeguarding and subserving the common interests of the arts, crafts, trades and professions in Great Britain and Ireland engaged in advertising. President: The Hon. J. J. Astor, M.P. Vice-Presidents: Viscount Leverhulme, Sir J. Gomer Berry, Bart., Lord Riddell, C. A. McCurdy, K.C., Lt.Col. E. F. Lawson, D.S.O., M.C., C. Harold Vernon, F.I.P.A. Hon. Treas.: Reginald J. Sykes. Hon. Sec.: Councillor Fred Shoesmith.

**AMERICAN CHAMBER OF COMMERCE IN LONDON, INC.,** Aldwych House, Aldwych, London, W.C.2. Objects: To further and develop Anglo-American trade in every way possible, with special preference to the specific business interests of its members: Secretary, D. L. Gill; President, Francis E. Powell (Chairman of the International Sugar Council); 1st Vice-President, L. L. Tweedy (Baker, Weeks & Harden); 2nd Vice-President, Homer H. Ewing (E. I. Du Pont de Nemours & Co.); Hon. Treasurer, T. J. Zimmerman (Shaw Publishing Co., Ltd.); Hon. Secretary, H. S. Goldey (Guaranty Trust Co. of New York). Consulting Directors, Ray Atherton, Counsellor American Embassy; Robert Frazer, American Consul-General; Wm. Cooper, American Commercial Attache. Directors, H. B. Boyce (Pennsylvania Railroad Co.), G. M. Cassatt, W. C. Church (United Drug Co., Ltd.), J. H. Gannon (Chase National Bank of the City of New York), William Gourlay (American Express Co., Inc.), T. H. McKittrick, Jr. (Higginson & Co.), Walter Mangum (Remington Typewriter Co., Ltd.), Chadwick H. Moore (Moore's Modern Methods), George A. Mower (Sturtevant Engineering Co., Ltd.), A. B. Richardson (Chesebrough Mfg. Co., Cons.), A. H. Rowan (Phosphate Export Association), James Van Allen Shields (Columbia Graphophone Co., Ltd.), Henry King Smith (City Bank Farmers Trust Co., Ltd.), John S. Steele (Chicago Tribune), Justin R. Weddell (Erwin, Wasey & Co., Ltd.), Tarleton Winchester (United States Lines, American Merchant Lines).

**BRITISH FEDERATION OF MASTER PRINTERS,** 7 to 10, Old Bailey, London, E.C.4. An organization of nearly 5,000 master (employing) printers in Great Britain and Ireland. Affiliations to it include kindred organizations in this country and organizations of Master Printers in the British Dominions. The principal objects of this body are to negotiate national agreements on wages and conditions of employment with the trade unions of the printing trade, to watch and make representations on legislation affecting the interests of its members, to advocate scientific costfinding, and generally to serve the interests of its members. Secretary, F. H. Bisset; Assistant Secretary, L. J. Cumner, 7 to 10 Old Bailey, London, E.C.4; President, B. Guy Harrison; Vice-President, W. H. Sessions.

**INCORPORATED ASSOCIATION OF RETAIL DISTRIBUTORS.** Objects: To provide a central organization for promoting and protecting the interests of distributing shops and stores. To promote or support legislation desirable for protecting the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful. To ascertain the law affecting distribution, and to register cases for the information of members, and to obtain for them legal advice upon questions of general importance. To collect and disseminate information upon economic, commercial and labor questions affecting the retail business among members of the association. Secretary, R. S. Spicer, M.B.E., 7 Park Lane, W.1; President, Mr. F. J. Marquis, J.P. (Lewis's Ltd.); Chairman, Frank Chitham (Harrods, Ltd.).

**INCORPORATED SALES MANAGERS ASSOCIATION,** 101, Great Russell Street, London, W.C.1. Objects: The general discussion and exchange of ideas on engaging, training and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. General Secretary, Stanley F. Talbot; President, Sir Francis W. Goodenough, C.B.E.; Chairman, H. Pickup; Vice-Chairmen, Leonard Broad, E. D. A. Herbert, M.A., Wilfred J. Moore; Hon. Treasurer, H. S. Rounce; Hon. Secretary, F. A. J. Harrison. Branches of the Association at Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield and Leicester.

**INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS:** Ludgate House, 107 Fleet Street, London, E.C.4. Founded in April, 1910, to support and protect the status and interests of the profession of advertisement consultants. Secretary, William T. Moss; President, Hopton Hadley; Vice-President, Commander Henry S. H. Ellis; Council, P. Garfield Blake, C. D. Boltwood, R. E. Eberhardie, W. Buchanan Taylor, Clifford J. Harrison.

**THE AUDIT BUREAU OF CIRCULATIONS, LTD.,** Aldwych House, Aldwych, London, W.C.2. Objects: The securing

(*Continued on page* 210)


This British Newspaper....

....Covers Britain Completely

**"The Daily Express"**

(1,703,000 net)

Published simultaneously in London, Manchester and Glasgow, the "Daily Express" offers complete coverage of Great Britain and Northern Ireland.

| | |
|---|---|
| Wales and West of England | 177,820 |
| Northwestern | 164,035 |
| Scotland and Ireland | 195,250 |
| East Coast | 155,075 |
| Midlands | 216,110 |
| Greater London | 570,500 |
| Home Counties and South Coast | 224,210 |

This circulation is concentrated in the great industrial centers of England and Wales, of Scotland and Northern Ireland, the regions which are leading Britain in economic recovery.

"The Daily Express" is a modern newspaper, its readers are aware of the things which contribute to the modern scene; of radios and motor cars, packaged foods and luxuries, of home motion picture cameras and cosmetics . . . and they have the money to buy them.

**"The Daily Express"**

LONDON MANCHESTER GLASGOW

*Represented exclusively in the United States by*

JOSHUA B. POWERS, INC.

*International Publishers Representatives*

220 East 42nd Street, New York, N. Y.

LONDON PARIS BERLIN BUENOS AIRES RIO DE JANEIRO SÃO PAULO

## BRITISH ADVERTISING ASSOCIATIONS

(*Continued from page 209*)

of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing them to duly elected members of the Bureau, in the form of net sales certificates at definite and regular intervals. The Bureau will fix standard forms and methods for ascertaining net sales figures —and in the case of Technical and Trade Journals, accredited free circulation also —of all publications that charge for advertising space. It is hoped also in the future to secure figures relating to area distribution. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council, Thomas Bell (Kodak, Ltd.); Consulting and Advisory Accountants, Messrs. Price, Waterhouse & Co. Director, Alfred H. Angus, B. Sc. (Vict.), F.I.S.A. Membership subject to election by Council. Open to Advertisers, Advertising Agents, and Publishers. Subscriptions: Advertisers, flat rate of 5 guineas per annum; Advertising Agents, flat rate of 25 guineas per annum, except for provincial Advertising Agents placing localized campaigns only, 5 guineas per annum; Publishers' subscription graded according to net sales figures. Provincial Newspapers paying at a lower rate than London Newspapers. Subscriptions range from 3 to 350 grs.

**INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD.,** Aldwych House, Aldwych, London, W.C.2. Object: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of the British National Advertisers. Secretary, Alfred H. Angus, B. Sc. (Vict.), F.I.S.A., Aldwych House, Aldwych, W.C.2; President, Sir Francis Goodenough, C.B.E.; Vice-Presidents, Thomas Bell, A. B. Canty, Sir Harold Mackintosh, Sir Harry Hague, Col. H. McDougall, H. J. Bostock, J.P., Jeremiah Colman, J.P., Austin Reed; Chairman, H. Cecil Taylor; Vice-Chairman, Clifford J. Harrison; Hon. Treas., G. Warden.

**INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING,** 3-4 Clement's Inn, London, W.C.2. The Institute was registered in April, 1927, to take over and extend the activities of the British Association of Advertising Agents (Inc.) and includes within its membership almost all the leading advertising agencies in Great Britain and Ireland. It has four classes of membership: Incorporated Practitioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. Secretary, C. Anstice Brown; President, R. Winter ter Thomas, F.I.P.A. (The Winter Thomas Company, Ltd.), Vice-Presidents, James Strong, F.I.P.A. (C. Mitchell & Co., Ltd.); L. G. Jackson, F.I.P.A. (G. Street & Co., Ltd.); R. J. Sykes, F.I.P.A. (The London Press Exchange, Ltd.); Hon. Treasurer, George A. Castle, F.I.P.A. (T. B. Browne, Ltd.); Hon. Secretary, Fleetwood C. Pritchard, F.I.P.A. (F. C. Pritchard, Wood & Partners, Ltd.).

**LONDON MASTER PRINTERS' ASSOCIATION:** Secretary, E. G. Baker, 7-10, Old Bailey, London, E.C.4. President, Lt.-Col. B. L. Hooper, of W. P. Griffith and Sons, Ltd.; Vice-Presidents, Mr. Fred Mason, of Ash & Co., Ltd.; A. J. Bonwick, Loxley Bros., Ltd., 50 Southwark Bridge Rd., S.E.1; Hon. Treasurer, E. C. Austen-Leigh, of Spottiswoode, Ballantyne & Co., Ltd.

**PRESS ADVERTISEMENT MANAGERS' ASSOCIATION:** Hon. Sec. and Treasurer, Ernest Will, Aberdeen Press & Journal, 200 Grays Inn Road, W.C.2; President, Wm. Sheppard, Bolton Evening News; Vice-President, Arthur Richardson, Provincial Newspapers, Ltd.

**NATIONAL DISPLAY ASSOCIATION:** Hon. Secretary, I. B. Wright; offices, 7 Red Lion Square, W.C.1.

**BRITISH DIRECT MAIL ADVERTISING ASSOCIATION:** General Secretary, Stanley P. Talbot, 4 Bedford Square, W.C.1. President, Arthur Chadwick; Chairman, E. W. Phillips; Vice-Chairman, A. W. Fisher.

**ALDWYCH CLUB:** Secretary, E. T. Nind, 18, Exeter Street, W.C.2.

**ADVERTISING CLUB OF BIRMINGHAM:** Secretary, F. B. Lane, King's Court, 115, 117, Colmore Row, Birmingham.

**PUBLICITY CLUB OF BRADFORD:** Secretary, H. Wilde, Ings View, Baildon, Bradford.

**PUBLICITY CLUB OF CARDIFF:** Secretary, Leo. H. Bussy, 97, St. Mary's Street, Cardiff.

**PUBLICITY CLUB OF EDINBURGH:** Secretary, Thos. W. W. Davie, The Scotsman, Edinburgh.

**FLEET STREET CLUB:** Secretary, Fred. W. Slaughter, 3, Cursitor Street, London, E.C.4.

**PUBLICITY CLUB OF GLASGOW:** Secretary, Ulric E. Simson, Victor Ad-Service, 103, Bath Street, Glasgow.

**PUBLICITY CLUB OF HULL:** Secretary, G. Dawson, Angloco House, George Street, Hull.

**PUBLICITY CLUB OF IRELAND** (Dublin): Secretary, C. Blennerhassett, The Irish Press, Burgh Quay, Dublin, I.F.S.

**PUBLICITY CLUB OF LEEDS:** Secretary, E. Horne, Talbott Road, Leeds.

**PUBLICITY CLUB OF LEICESTER:** Secretary, Philip G. Gayton, Gordon Cottage, Aylestone, Leicester.

**PUBLICITY CLUB OF LONDON:** Secretary, Ernest Briggs, 49 Chancery Lane, London, W.C.2.

**MANCHESTER PUBLICITY ASSOCIATION:** Secretary, E. A. Paessler, The Star Process Engraving Co., Ltd., 43 Lr. Mosley Street, Manchester.

**ADVERTISING CLUB OF NEWCASTLE-ON-TYNE:** Secretary, John S. Stuart, 25, Ridley Place, Newcastle-on-Tyne.

**PUBLICITY CLUB OF NOTTINGHAM:** Secretary, L. H. Marston, Nottingham Journal, Nottingham.

**PUBLICITY CLUB OF OXFORD:** Secretary, Harold Cooper, Cooper & Boffin, Ltd., 55 St. Thomas', Oxford.

**PUBLICITY CLUB OF SUNDERLAND:** Secretary, Avery Hornsby, 71, Stratford Avenue, Ryhope Road, Sunderland.

**THIRTY CLUB OF LONDON:** Secretary, Geo. S. Royds, 125, Strand, W.C.2.

**ADVERTISING CLUB OF ULSTER:** Secretary, Victor Saler, Belfast Telegraph, Royal Avenue, Belfast, Ulster, Ireland.

**WOMEN'S ADVERTISING CLUB OF LONDON:** Secretary, Miss D. Cornforth, Messrs. G. S. Royds, Ltd., Wellington House, 125, Strand, W.C.2.

**CAMBRIDGE PUBLICITY CLUB:** Secretary, H. S. Stevens, 17 Corona Road, Cambridge.

**BRITISH POSTER ADVERTISING ASSOCIATION:** 48 Russell Square, London, W.C.1. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Committee, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. Secretary, Geo. F. Smith. President, C. W. Gardner, London; Vice-President, J. W. Naake, Nottingham. Council, Wm. Crompton, Liverpool; Sir James Owen, J. P. Exeter; Cyril Sheldon, Leeds; Arthur Taylor, Hull; Lt.-Col. W. A. E. Northcott, Plymouth; Alderman, T. P. Fletcher; J. P. Blackpool; Alderman J. C. Grime, J. P. Manchester; Councillor Percy Frowen, Abertillery; Fred Andrews, London; Geo. T. Mills, Coventry; Geoffrey Allen, Belfast, and Councillor James Bleakley, Bolton.

**LONDON POSTER ADVERTISING ASSOCIATION:** Registered under the Companies Act as a Trade Protection Association, in 1891. Secretary, Geo. F. Smith, 48, Russell Square, London, W.C.1. President, W. J. Flack.

## BRITISH NEWSPAPER ASSOCIATIONS

**EMPIRE PRESS UNION:** 71, Fleet Street, London, E.C.4. Objects: An organization of newspaper proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies Overseas, and in India. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and the Periodical Trade Press & Weekly Newspaper Proprietors' Association. All the principal news agencies are members. General secretary, H. E. Turner; President and Chairman, Major the Hon. J. J. Astor, M. P.; Hon. Treasurer, Mr. Cecil Harmsworth.

**PARLIAMENTARY PRESS GALLERY:** Press Gallery, House of Commons, London, S.W.1. Consists of journalists accredited to British newspapers and agencies, possessing the right of entry (granted by the Speaker of the House of Commons) to the Press Galleries of the House of Parliament. In connection with the Gallery there exists a Press Gallery trust fund to relieve immediate distress on the part of the Gallery members, ex-members and their relatives. Hon. Secretary, James Baker (The Times); Chairman, Martin Herlihy (Reuters); Vice-Chairman, W. F. Machray (Liverpool Post); Hon Treasurer, W. L. Nixon (Birmingham Post).

**THE PRESS CLUB:** St. Bride's House, Salisbury Square, London, E.C.4. Established 1882, and now has a membership of over 800. Manager Secretary, A. Lazenby; President, Lord Riddell; Chairman, J. T. Bolton.

**THE INSTITUTE OF JOURNALISTS:** 2-4, Tudor Street, London, E.C.4. Cables and Radio, Instijourn, Fleet, London. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as Overseas Members. Subscription: 42s per annum (entrance fee 10s 6d). Overseas members 21s per annum. Secretary, R. V. Walling; President, Sir Emsley Carr; Vice-Presidents, H. A. Gwynne and W. C. Chillingworth; Hon. Treasurer, Fredk. Penker, M.A.; Hon. Counsel, F. Hinde, LL.B., William Latey, M.B.E., LL.B.; Hon. Chaplain, the Rev. Arthur Taylor (Vicar of St. Bride's, Fleet St.).

**THE NATIONAL UNION OF JOURNALISTS:** 7, John St., Bedford Row, London, W.C.1. Registered as a trade union the N.U.J. now has a membership of 5,500 working journalists. Newspaper proprie-

(*Continued on page 211*)

Each week-end 1,200,000 Britishers of the middle and upper middle classes *buy* the "Sunday Express."

Before the "Sunday Express" was established, they wouldn't allow a Sunday newspaper in their homes.

For them, the "Sunday Express" was founded—a modern and interesting Sunday newspaper, free from sensational journalism and even more sensational advertising.

The "Sunday Express" has a circulation concentrated among those persons most able and most willing to buy the necessities and semi-luxuries. For the advertiser of such products, the "Sunday Express" is foremost among Britain's Sunday newspapers.

**"Sunday Express"**

London

Represented exclusively in the United States by

JOSHUA B. POWERS, INC.

*International Publishers' Representatives*

220 East 42nd Street, New York, N. Y.

London Paris Berlin Buenos Aires Rio de Janeiro São Paulo

*During the first 11 months of 1933*

**"THE EVENING STANDARD" of LONDON**

published 1,000 columns more advertising than during all 1932.

showed an increase of 163% in lighting and heating advertising over 1932.

SHOWED INCREASES OF

58% in book advertising over 1932.

43% in women's wear advertising over 1932.

39% in footwear advertising over 1932.

32% in toilet article advertising over 1932.

29% in sports equipment advertising over 1932.

carried more columns of financial and insurance advertising than the other two London evening papers combined.

carried more columns of total advertising than the other two London evening papers combined.

•

"THE EVENING STANDARD"

*"The Voice of London"*

•

*Represented exclusively in the United States by*

JOSHUA B. POWERS, INC.

220 East 42nd Street, New York, N. Y.

London - Paris - Berlin - Buenos Aires - Rio De Janeiro - São Paulo

## LINAGE RECORD OF NEWSPAPER GRAVURE SECTIONS—1932-1933

| | 1932 | | | 1933 | | |
|---|---|---|---|---|---|---|
| | Local | National | Total | Local | National | Total |
| Akron Times Press..... | Commenced April 1933 | | | 84,483 | 21,439 | 105,922 |
| Albany Knick. Press... | 8,113 | 17,854 | 25,967 | 19,316 | 26,502 | 45,818 |
| Atlanta Constitution .. | 41,566 | 14,532 | 56,098 | 27,980 | 31,577 | 59,557 |
| Atlanta Journal ..... | 75,502 | 23,821 | 99,323 | 110,974 | 32,417 | 143,391 |
| Baltimore Sun ..... | 39,300 | 163,300 | 202,600 | 22,659 | 140,589 | 163,248 |
| Birmingham News ..... | ..... | 56,835 | 56,835 | 20,132 | 60,773 | 80,905 |
| Boston Herald ..... | 108,970 | 89,324 | 198,294 | 93,045 | 99,311 | 192,356 |
| Buffalo Courier Express | 20,403 | 62,194 | 82,597 | 10,080 | 58,287 | 68,367 |
| Buffalo Times ..... | 4,445 | 39,429 | 43,874 | 2,982 | 99,288 | 102,270 |
| Chicago Daily News.... | 16,850 | 37,228 | 54,078 | 41,189 | 75,749 | 116,938 |
| Chicago Times ..... | 10,087 | 4,941 | 15,028 | 4,353 | 6,899 | 11,252 |
| Chicago Tribune ..... | 29,367 | 202,239 | 231,606 | 23,145 | 214,626 | 237,771-A |
| Cincinnati Enquirer ... | 66,596 | 52,478 | 119,074 | 69,872 | 84,377 | 154,249 |
| Cleveland Plain Dealer. | 28,926 | 66,175 | 95,101 | 27,298 | 128,816 | 156,114 |
| Denver Post ..... | 20,807 | 36,578 | 57,385 | 8,205 | 57,526 | 65,731 |
| Des Moines Register.... | 81,923 | 41,108 | 123,031 | 67,636 | 40,652 | 108,288 |
| Detroit Free Press..... | 28,350 | 37,450 | 65,800 | 16,564 | 53,784 | 70,348 |
| Detroit News ..... | 25,424 | 70,504 | 95,928 | 74,706 | 123,734 | 198,440 |
| Duluth News Tribune.. | Commenced Aug., 1933 | | | 336 | 3,792 | 4,128 |
| Fort Wayne News Sent. | 41,090 | 3,654 | 44,744 | 18,298 | 1,000 | 19,298 |
| Harrisburg News ..... | 30,723 | 2,086 | 32,809 | 29,785 | 1,330 | 31,115 |
| Hartford Courant ..... | 53,131 | 19,020 | 72,151 | 42,230 | 43,413 | 85,643 |
| Houston Chronicle .... | 13,370 | 42,182 | 55,552 | 18,421 | 25,886 | 44,307 |
| Indianapolis Star ..... | 37,813 | 37,938 | 75,751 | 28,800 | 65,764 | 94,564 |
| Kansas City Jr. Post... | 68,997 | 3,076 | 72,073 | 74,415 | 34,436 | 108,851 |
| Kansas City Star..... | 45,482 | 63,953 | 109,435 | 29,228 | 66,822 | 96,050 |
| Los Angeles Times..... | 69,804 | 98,812 | 168,616 | 103,712 | 78,092 | 181,304 |
| Louisville Cr. Journal.. | 20,047 | 16,140 | 36,187 | 31,043 | 43,799 | 74,842 |
| Milwaukee Journal .... | 12,605 | 47,512 | 60,117 | 1,271 | 63,926 | 65,197 |
| Minneapolis Tribune .. | 25,592 | 60,865 | 86,457 | 37,811 | 77,153 | 114,964 |
| Newark Call ..... | 177,696 | 29,386 | 207,082 | 143,179 | 10,623 | 153,802 |
| New Bedford Std. Times | 19,430 | 2,533 | 21,963 | 17,062 | 5,879 | 22,941 |
| New York Herald Tribune ..... | 59,552 | 121,503 | 181,055 | 38,772 | 156,820 | 195,592 |
| New York News..... | 7,041 | 126,577 | 133,618-B | 1,200 | 146,459 | 147,659 |
| New York Times..... | 65,761 | 183,104 | 248,865 | 76,708 | 197,934 | 274,642-C |
| Omaha World Herald.. | 31,350 | 13,206 | 44,556 | 8,365 | 26,380 | 34,745 |
| Peoria Journal Trans... | 67,494 | 17,416 | 84,910 | 85,470 | 11,914 | 97,384 |
| Peoria Star ..... | 80,766 | 10,570 | 91,336 | 111,468 | 12,124 | 123,592 |
| Philadelphia Inquirer .. | 1,001 | 74,376 | 75,377 | 3,129 | 133,543 | 136,672 |
| Philadelphia Ledger ... | 8,274 | 82,577 | 90,851 | 2,520 | 66,586 | 69,106 |
| Pittsburgh Press ..... | 45,905 | 72,150 | 118,055 | 33,782 | 117,782 | 151,564 |
| Providence Journal .... | 128,472 | 23,342 | 151,814 | 72,677 | 29,814 | 102,491 |
| Rochester Dem. & Chron. | 72,203 | 37,940 | 110,143 | 84,001 | 38,626 | 122,627 |
| San Francisco Chronicle | 30,873 | 80,581 | 111,454 | 85,918 | 73,547 | 159,465 |
| Scranton Scrantonian .. | 49,102 | 5,821 | 54,923-D | 36,370 | 10,056 | 46,426 |
| Seattle Times ..... | 39,564 | 38,080 | 77,644 | 42,056 | 40,740 | 82,796 |
| Springfield U. Republican | 38,238 | 25,175 | 63,413 | 28,766 | 36,830 | 65,596 |
| St. Louis Globe Dispatch | 30,639 | 73,408 | 104,047 | 17,221 | 59,649 | 76,870-E |
| St. Paul Pioneer Press.. | 35,952 | 44,590 | 80,542 | 17,637 | 58,525 | 76,162 |
| St. Louis Globe Democrat | 4,868 | 53,786 | 58,654 | 3,307 | 112,237 | 115,544 |
| Syracuse Herald ..... | 20,334 | 4,097 | 24,431 | 3,180 | 14,638 | 18,018 |
| Syracuse P. Standard.. | 34,919 | 22,171 | 57,090 | 2,276 | 24,825 | 27,101 |
| Terre Haute Tribune... | 35,182 | 3,444 | 38,626 | 39,690 | 14,350 | 54,040 |
| Toledo Times ..... | 38,909 | 5,412 | 44,321 | 20,637 | 44,846 | 65,483 |
| Washington Post ..... | 103,238 | 7,542 | 110,780 | 19,165 | 3,904 | 23,069 |
| Washington Star ..... | 85,231 | 94,748 | 179,979 | 78,900 | 132,343 | 211,243 |
| Youngstown Vindicator. | 45,132 | 14,867 | 59,999 | 65,493 | 12,561 | 78,054 |
| | 2,382,409 | 2,679,630 | 5,062,039 | 2,278,318 | 3,455,494 | 5,734,412 |

A—Chicago Tribune includes 5,254 lines of national advertising in the June 4, 1933 Century of Progress special section.
B—New York News—5,000 lines local Brooklyn section in 1932 not included.
C—New York Times—234,383 lines in 1932 and 111,114 lines in 1933 Suburban sections not included in the above.
D—Scrantonian—8,036 lines local in Wilkes-Barre edition of Scrantonian in April, 1932, not included.
E—St. Louis Post Dispatch—16,772 lines in colorgravure magazine in 1932 is included in above. 41,238 lines in 1933 in colorgravure magazine *not* included in above.

## BRITISH NEWSPAPER ASSOCIATIONS

(*Continued from page 210*)

tors, managers or directors are not eligible to membership. General Secretary, H. M. Richardson; President, J. G. Gregson, Liverpool; Hon. General Treasurer, Tom Foster, London; Hon. Editor of the Journalist (the official organ), James Haslam (Manchester); National Organizer, C. J. Bundock, London.

**NEWSPAPER PRESS FUND:** 11, Garrick Street, London, W.C.2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, Robert Keir; Secretary, Walter Meakin; Auditors, Messrs. Deloitte, Plender, Griffiths & Co.

**NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.:** 6, Bouverie Street, London, E.C.4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matter of common interest to all the London newspapers. Chairman, Lord Riddell, News of the World; Vice-Chairman, Hon. Esmond Harmsworth, Associated Newspapers; Secretary, Sir Thomas McAra, J.P.

**THE NEWSPAPER SOCIETY:** Salisbury Square House, London, E.C.4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a monthly confidential circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with trade unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Secretary, Edward W. Davies, Salisbury Square House, Salisbury Square, E.C.4.

**SOCIETY OF WOMEN JOURNALISTS:** Hon. Secretary, Miss G. Burford Rawlings, c/o Writers' Club, 10, Norfolk Street, London, W.C.2; President, The Lady Violet Astor; Chairman, Mrs. Massey Lyon; Vice-Chairman, Miss Agnes Herbert, O.B.E.; Assistant Hon. Secretary, Mrs. A. Scott-Gatty; Hon. Treasurer, Miss Rita Shell; Paris Representative, Miss Helen Colt; Organ of the Society, The Woman Journalist, free to members only.

**THE PERIODICAL TRADE PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.:** 6, Bouverie Street, London, E.C.4. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action, when thought desirable, in matters affecting their general interests. It has abundantly justified its existence. Secretary, E. O. Norton; President, the Rt. Hon. Lord Riddell; Vice-Presidents, the Rt. Hon. Lord Camrose, Sir Edward Iliffe, C.B.E.; Executive Chairman, Percival Marshall; Chairman of the Council of the Trade & Technical Press, Mr. O. N. Chadwyck-Healey (Morgan Brothers, Publishers), Ltd.; Chairman of Council of the Periodical & Weekly Newspaper Press, M. H. Tingay (George Newnes, Ltd.).

**THE WRITERS' CLUB:** Founded 1801. 10, Norfolk Street, Strand, W.C.2. This club corresponds to the Authors' Club for men. Secretary, Miss M. Noel-Hill, 10 Norfolk Street, Strand, W.C.2; President, Her Highness Ranee Margaret of Sarawak; Vice-Presidents, Mrs. Belloc-Lowndes, Miss Sheila Kay-Smith, Mrs. pigny; Hon. Secretary and Treasurer, Miss L. R. Mitchell.

**ASSOCIATION OF AMERICAN CORRESPONDENTS IN LONDON:** President, J. S. Braithwaite (Christian Science Monitor); Vice-President and Secretary, Negley Farson (Chicago Daily News); Treasurer, James Gibson (N. Y. Herald Tribune); Executive Committee, Milton Bronner (Newspaper Enterprise Assn.); Webb Miller (U.P.); De Witt Mackenzie (Assoc. Press); John S. Steele (Chicago Tribune); Raymond Gram Swing (N. Y. Evg. Post); Charles A. Selden (N. Y. Times); Harold E. Scarborough (N. Y. Herald Tribune).

**DOMINION NEWSPAPERS:** President, F. W. Cargison, Argus South African Newspapers, 78, Fleet Street, E.C.4. Secretary, H. E. Turner, Empire Press Union, 71 Fleet Street, E.C.4.

**THE COMPANY OF STATIONERS NEWSPAPER MAKERS:** 110, Fleet Street, E.C.4. Master, H.R.H. Prince of Wales; Deputy Master, Sir Edw. Iliffe, C.B.E., Daily Telegraph; Clerk, F. D. Bone.

**THE CRITICS' CIRCLE:** President, Chas. Morgan (The Times); Vice-President, H. M. Walbrook (Daily Telegraph); Hon. Secretary, John Parker (dramatic critic); Hon. Treasurer, Bernard Weller (The Stage). Office, Hall of Institute of Journalists, Tudor Street, E.C.4.

**BIRMINGHAM PRESS CLUB:** 9, Bull Street, Birmingham.

**FOREIGN PRESS ASSOCIATION IN LONDON:** President, E. Swenne (Svenska Dagbladet, Stockholm); Vice-Presidents, H. Neill (La Prensa, Buenos Aires); and J. Massip (Le Petit Parisien); Hon. Secretary, A. Van Dias (De Telegraaf, Amsterdam). Office 85, Fleet Street, E.C.4.

**ASSOCIATION OF BRITISH MANUFACTURERS OF MACHINERY FOR THE PRINTING AND ALLIED TRADES:** Chairman, C. W. Crabtree (R. W. Crabtree & Co.); Vice-Chairman, H. Payne (Dawson, Payne & Elliott, Ltd.); Secretary, G. L. Mothersill; Office, 6 Holborn Viaduct, E.C.1.

**PRINTING INDUSTRY RESEARCH ASSOCIATION:** St. Bride Institute, Bride Lane, E.C.4. President, Lord Riddell, Chairman, Brig.-General W. F. Mildren (Periodical, Trade Press and Weekly Newspaper Proprietors' Association); Vice-Chairman, W. L. Bemrose (Federation of Master Printers); Hon. Treasurer, Sir T. W. McAra (Secretary of Newspaper Proprietors' Association); Hon. Secretary, J. R. Riddell (Principal, London School of Printing); Technical Director; G. L. Riddell, Ph.D., A.I.C. Secretary, Miss D. P. Hewett.

## DAILY NEWSPAPER CORRESPONDENTS IN NEW YORK

**Montreal Star**—Clifford Baker, 220 East 42nd street.

**Chicago Tribune**—Perley Boone, Times Annex.

**Philadelphia Public Ledger**—D. F. Creary, The Post.

**Boston Herald**—L. E. Fanning, Times Annex.

**Chicago Daily News**—William Fort, 475 Fifth avenue.

**Milwaukee Journal**—A. D. Gannon, Times Annex.

**Montreal Gazette & Toronto Globe**—R. H. Hairston, Times Annex.

**St. Louis Globe Democrat**—J. R. Treverton, Times Annex.

**Boston Globe**—Rodger Batchfelder, Times Annex.

**Philadelphia Inquirer**—R. P. Lowry, Herald Tribune.

**Cincinnati Inquirer & Washington Post**—J. C. Muma, 230 West 43rd street.

**Baltimore Sun**—H. K. Fleming, Herald Tribune.

**Times-Picayune**—Marion J. Pike, Daily News.

**Detroit News**—L. L. Stevenson, 247 West 43rd street.

## MAT, CUT AND AD ART SERVICES

Bonnet-Brown, 155 East Superior Street, Chicago, Ill.

Century Advertising Service, Inc., 342 Madison Avenue, New York City.

Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.

Commercial Cut Company, 20 Vesey Street, New York City.

Vincent Edwards & Company, 260 Tremont Street, Boston.

Metro Associated Services, Inc., 130 West 30th Street, New York.

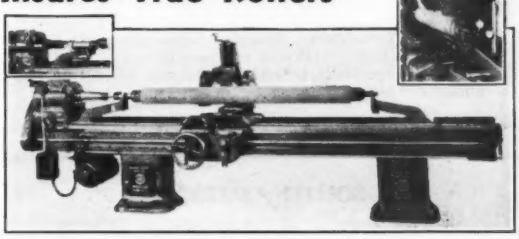
Meyer-Both Company, 71 West 35th Street, New York.

Publishers' Autocaster Service Company, 225 West 39th Street, New York.

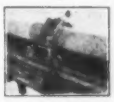
Star Adcraft Service, 225 West 39th Street, New York.

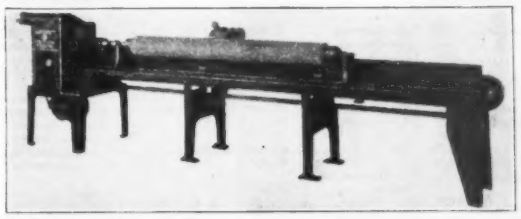
Western Newspaper Union, 304 East 45th Street, New York.


**ACCURATE GRINDING**
**Insures True Rollers**



Accurate grinding is absolutely necessary. No amount of polishing will correct an improperly ground roller. The machines are designed only and solely for roller grinding and polishing. Makeshifts wont do.





Also manufacturers of Goodrich One Set Roller Gauge. It insures correct readings for straight or curved rollers.

**Black Rock Mfg. Co.**

Bridgeport, Connecticut

*Eighth Annual*

# EDITOR & PUBLISHER
# INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

**IN LARGE part these listings were prepared by the Bureau of Foreign and Domestic Commerce, United States Department of Commerce. Other parts have been prepared especially for this paper by representatives abroad. Neither the Department of Commerce nor EDITOR & PUBLISHER can vouch for the accuracy of all the listings. However, every effort has been made to correct and revise the information here presented.**

## KEY TO INTERNATIONAL DIRECTORY

Columns give information in the following order: Name of paper, with number indicating representative in the United States, if any; date when established; time of issue; language; circulation; average number of pages; page size, in inches, centimeters, or millimeters; reader appeal.

*Abbreviations*—MD, morning daily; ED, evening daily; D, daily; W, weekly; M, monthly; exS, except Sunday. Asterisk (*) means that a paper issues a rate card, or that further information is available upon application to the Division of Specialties, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

*Circulations*—Light-face numbers without reference marks are in general the circulations claimed by publisher or his representative; letters following mean that the figures have been estimated by an outsider, thus: A, by an advertising agency; L, by a local advertiser; R, by a representative of the U. S. government; X, by other independent observer.

Audited circulation figures are rare in the countries listed here, and usually represent the work of a public accountant retained by the publisher. When available, they are indicated by black-face figures.

*Special representatives*—(U.S.) followed by a numeral refers to the following list of special representatives:

(U.S. 1) All-American Newspapers' Representatives, Inc., 420 Lexington avenue, New York City.
(U.S. 4) S. S. Koppe & Co., 500 Fifth avenue, New York.
(U.S. 5) R. de Llano, 420 Lexington avenue, New York.
(U.S. 6) Joshua B. Powers, 220 East 42d street, New York.
(U.S. 7) Chalmers-Ortega Newspaper Representatives, 516 Fifth avenue, New York.
(U.S. 8) G. J. M. Simons, 44 Beaver street, New York.
(U.S. 9) Empresa Relador, 154 Nassau street, New York.
(U.S. 10) M. D. Bromberg & Associates, 19 West 44th street, New York.
(U.S. 11) Universal Publishers Representatives, Inc., 500 Fifth avenue, New York.
(U.S. 14) Pan Hellenic American Foreign Press Syndicate, 15 Park Row, New York.
(U.S. 15) Foreign Publishers Representatives, Inc., 67 West 44th street, New York City.
(U.S. 16) Export Merchandising Corporation, 154 Nassau street, New York City.
(U.S. 17) Inreklama Department, Amkniga Corporation, 258 Fifth avenue, New York City. (Official representative for foreign advertising in all periodicals and newspapers issued in the Soviet Union.)

## SOUTH AMERICA

### ARGENTINA

#### AVELLANEDA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Libertad (U. S. 7) | 1915 | MD*—Spanish | 16,000 | 8 | 43 x 57 cm | General. |

#### BAHIA BLANCA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Atlantico | 1920 | MD—Spanish | 8,000 A | ..... | 52 x 38½ cm | All classes. |
| El Censor | 1905 | ED—Spanish | 1,200 | 8 | 37 x 52½ cm | General. |
| La Nueva Provincia (U.S. 1) | 1898 | MD*—Spanish | 13,000 A | 16–24 | 54 x 35 cm | General. |

#### BUENOS AIRES

| | | | | | | |
|---|---|---|---|---|---|---|
| Argentinisches Tageblatt | 1889 | MD—German | 23,000 A | 14–24 | 52 x 40 cm | Germans. |
| El Avisador Mercantil | 1898 | MD—Spanish | 28,500* | 32 | 38 x 29 cm | Commercial. |
| Azzaman | 1905 | MD-exS—Arabic. | 8,000 A | 8 | 52 x 36½ cm | Syrians. |
| Buenos Aires Herald | 1876 | MD—English | 15,000 A | 20 | 56 x 43 cm | English-speaking. |
| Le Courrier de la Plata | .... | MD—French | 15,000 A | 8 | 51½ x 33 cm | French. |
| Critica (U. S. 1) | 1913 | ED—Spanish | **234,000** | ..... | 52 x 36 cm | All classes. |
| El Cronista Comercial | 1907 | MD—Spanish | 40,000* | 8 | 56½ x 43 cm | Commercial. |
| Deutsche La Plata Zeitung | 1868 | MD*—German | 35,000 A | 8 | 51 x 34½ cm | Germans, Baltic. |
| El Diario | 1881 | ED—Spanish | 40,000* | 24 | 32 x 50 cm | General. |
| El Diario Espanol | 1872 | MD*—Spanish | 63,000* | 10–16 | 57½ x 38½ cm | Spanish. |
| El Diario Israelita | 1914 | MD-exS—Hebrew | 30,000 A | 12 | 58 x 38 cm | Jewish. |
| El Diario Sirio-Libanes | .... | MD—Spanish & Syrian | 35,000 A | ..... | ..... | ..... |
| Il Mattina d'Italia | 1930 | MD*—Italian | 38,000 A | 12–16 | 40 x 55 cm | Italians. |
| El Mundo (U. S. 11) | 1928 | MD—Spanish | 200,000 | 36 | 42 x 60 cm | All classes. |
| La Nacion (U. S. 4) | 1870 | MD*—Spanish | **161,666** Sun. 273,452 | 28–40 | 46 x 60 cm | All classes. |
| Noticias Graficas (U. S. 7) | 1931 | ED—Spanish | **170,000** | 20 | ..... | General. |
| La Opinion | .... | ED—Spanish | 10,000 A | ..... | ..... | ..... |
| La Prensa (U. S. 6) | 1869 | MD*—Spanish | **240,000** Sun. 385,000 | 30–70 | 40 x 57 cm | General. |
| Di Presse | 1918 | MD-exS—Hebrew | 25,000 A | 12–16 | 58 x 44 cm | Jewish. |
| El Pueblo | 1900 | MD—Spanish | 68,470* | 12–24 | 65 x 40 cm | Catholics. |
| La Razon (U. S. 6) | 1905 | ED—Spanish | 110,000 Sun. 90,000 | 16 | 40 x 60 cm | General. |
| La Republica | 1918 | MD—Spanish | 80,000 A | ..... | 55 x 38 cm | Socialists. |
| The Standard | 1861 | MD—English | 13,500 A | 18–24 | 53 x 36½ cm | English-speaking. |
| El Telegrafo | 1921 | ED*—Spanish | 45,000 | 16 | 34 x 50 cm | Middle class. |
| Ultima Hora | 1910 | ED—Spanish | 95,000* | 16 | 55½ x 37½ cm | All classes. |
| La Vanguardia | 1894 | MD—Spanish | Sun. 70,000 A D 52,000 A | 8–12 | 52 x 33 cm | Laborers, socialists. |

#### CORDOBA

| | | | | | | |
|---|---|---|---|---|---|---|
| Cordoba | 1928 | ED*—Spanish | 18,000* | 14 | 57 x 43 cm | General. |
| El Dia | 1930 | MD—Spanish | 8,500 A | ..... | ..... | ..... |
| El Pais (U. S. 4) | 1926 | MD—Spanish | 21,984 | 32 | 17 x 22" | General. |
| Los Principios (U. S. 6) | 1894 | MD—Spanish | 35,000* | 24 | 60 x 43 cm | All classes. |
| La Voz del Interior (U. S. 1) | 1900 | MD—Spanish | 10,000 A | 12 | 65½ x 43 cm | General. |

#### MENDOZA

| | | | | | | |
|---|---|---|---|---|---|---|
| Los Andes (U. S. 1) | 1882 | MD—Spanish | 25,000* | 12–16 | 59 x 38½ cm | General. |
| La Libertad | 1924 | MD—Spanish | 8,000 A | 12 | ..... | Industrial, agr. |

#### PLATA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Argentino (U. S. 7) | 1906 | MD—Spanish | 14,000 | 14 | 34 x 49 cm | General. |
| El Dia | 1883 | MD—Spanish | 22,000 A | 10 | 51 x 36 cm | General, sports. |
| La Opinion | 1922 | ED—Spanish | 10,000 A | 12 | 50 x 80 cm | General. |

#### ROSARIO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Accion | 1918 | MD—Spanish | 35,000* | 16 | 67 x 45 cm | Middle & working. |
| La Capital (U. S. 1) | 1867 | MD*—Spanish, English & Italian | 80,500* | 16–24 | 61 x 42 cm | All classes. |
| Democracia | 1925 | ED—Spanish | 38,000* | 14 | 52 x 38½ cm | Middle class. |
| Rosario Grafico | 1931 | ED—Spanish | 10,000* | 12 | 52 x 40 cm | All classes. |
| La Tierra (U. S. 7) | 1911 | MD—Spanish | 30,000 | 8 | 50 x 38 cm | Agriculturists. |
| Tribuna | .... | ED—Spanish | 10,000 A | ..... | ..... | ..... |

#### SANTA FE

| | | | | | | |
|---|---|---|---|---|---|---|
| El Imparcial | 1914 | ED—Spanish | 4,500 A | ..... | 55 x 37 cm | All classes. |
| La Nueva Epoca | 1886 | HD—Spanish | 10,000* | 12–16 | 65 x 40 cm | General. |
| El Orden | .... | MD—Spanish | 10,500 A | ..... | ..... | ..... |
| La Provincia (U. S. 11) | 1925 | MD—Spanish | 6,000 A | ..... | 62 x 43½ cm | All classes. |
| Santa Fe | 1911 | MD—Spanish | 7,000 A | ..... | 46 x 39 cm | General. |
| El Litoral (U. S. 7) | 1918 | ED—Spanish | 10,000 | 14 | ..... | General. |

#### TUCUMAN

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio | .... | ED—Spanish | 3,000 A | ..... | ..... | ..... |
| La Gaceta (U. S. 6) | 1912 | MD—Spanish | 31,663 | 12 | 65 x 43 cm | General. |
| El Orden (U. S. 1) | 1881 | ED—Spanish | 30,000 | 12–16 | 62 x 43½ cm | Various |

(*Continued on page* 214)


# LA NACION
BUENOS AIRES

*The Great Argentine Daily*

•

Once again LA NACION of Buenos Aires published more display advertising than any other newspaper in South America. In 1933, the display advertising in LA NACION was 177,429 agate lines more than that published in the nearest competitor.

•

*S. S. Koppe & Co., Inc., Advertising Representatives, 500 Fifth Avenue, New York, N. Y.*

*A. Caprile, Foreign Advertising Manager, 383 Madison Avenue, New York, N. Y.*

*W. W. Davies, General Representative, 383 Madison Avenue, New York, N. Y.*

# South America's Greatest Newspaper

SINCE 1869

***because:***

**LA PRENSA** carries more than 10,000 words a day from the United Press . . . more cable news than any other newspaper in the world.

**LA PRENSA** is *first* in Latin America in total advertising volume . . . in the first 11 months of 1933 La Prensa carried 602,209 column centimeters of display advertising alone.

**LA PRENSA** is *first* in Latin America in advertising revenue.

**LA PRENSA** is *first* in the *entire* world in volume of classified advertising.

**LA PRENSA** is *first* in circulation of newspapers in the Spanish speaking world . . . 240,000 daily, 385,000 Sunday.

**LA PRENSA** has 101,827 *more* readers each day in the city of Buenos Aires alone than the *second* morning paper.

**LA PRENSA** is *bought* by one out of every thirteen inhabitants of Buenos Aires.

**LA PRENSA**, on *Sunday*, is *bought* by one out of every eight inhabitants of Buenos Aires.

**LA PRENSA**, on *Sunday*, is *bought* by one Argentine family out of 5.6.

ON MONDAY, JANUARY 1, 1934, THE NET SALE OF **LA PRENSA** WAS 505,734 COPIES.

# LA PRENSA

OF BUENOS AIRES

*"South America's Greatest Newspaper"*

14 Cockspur St., London

22 Rue Royale Paris

Ave. Roque Saenz Pena, 616 Buenos Aires

REPRESENTED EXCLUSIVELY ABROAD BY

JOSHUA B. POWERS, INC.

*International Publishers Representatives*

220 East 42nd Street, New York, N. Y.

Cable Address "JAYBEPOW"

31 Unter den Linden, Berlin

Edificio A Noite Rio de Janeiro

Martinelli Bldg. São Paulo

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page* 212)

# BOLIVIA

### COCHABAMBA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| El Comercio | 1925 | MD-exM-Spanish | 1,500 | 8 | 38 x 55 cm | General. |
| El Republicano (U. S. 1) | 1915 | MD—Spanish | 5,000 R | 8 | 50 x 25 cm | General. |
| El Heraldo | .... | ..... | ..... | ..... | ..... | ..... |
| La Prensa | .... | ..... | 800 | 4 | 15 x 21½" | General. |

### LA PAZ

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario (U. S. 1) | 1904 | MD-exM-Spanish | 5,000 R | 12 | 15 x 21" | General. |
| El Liberal | .... | ..... | ..... | ..... | ..... | ..... |
| Los Principios | | MD-exM-Spanish | 1,500* | 16 | 38 x 28 cm | Catholics. |
| La Razon (U. S. 10) | 1916 | MD*—Spanish | 5,000 R | 10–28 | 51½ x 36 cm | General. |
| La Republica | .... | ..... | 5,000 R | ..... | ..... | ..... |
| Ultima Hora | 1929 | ED-exS—Spanish | 5,000 R | 12 | 50 x 31 cm | General. |

### ORURO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Patria (U. S. 1) | 1919 | MD-exMon—Spanish | 5,000 R | 8 | 56 x 41 cm | General. |

### POTOSI

| | | | | | | |
|---|---|---|---|---|---|---|
| El Republicano | .... | ..... | ..... | ..... | ..... | ..... |

### SUCRE

| | | | | | | |
|---|---|---|---|---|---|---|
| La Prensa | 1890 | MD—Spanish | 800 | 4 | 15 x 21½" | General. |

# BRAZIL

### ARACAJU

| | | | | | | |
|---|---|---|---|---|---|---|
| Sergipe-Journal | 1920 | ED*—Portuguese. | 3,000 | 4 | 50 x 35 cm | Local, all classes. |

### BAGE

| | | | | | | |
|---|---|---|---|---|---|---|
| Correio do Sul | .... | ..... | ..... | ..... | ..... | ..... |
| O Dever | 1900 | MD—Portuguese. | 4,000<br>2,000 A | 4 | 66 x 96 cm | General. |

### BAHIA

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario de Bahia | 1856 | MD*—Portuguese | 3,000 | 8 | 24 x 17½ | All classes. |
| O Imparcial | 1918 | MD*—Portuguese | 3,000 | 8 | 22½ x 15" | All classes. |
| A Tarde | 1915 | ED*—Portuguese. | 15,000 | 10 | 25 x 18" | All classes. |
| Diario de Noticias | 1876 | ED*—Portuguese. | 10,000 | 8 | 25 x 18½" | All classes. |
| Era Nova | 1928 | MD—Portuguese. | 6,000 | 8 | 25 x 18½" | All classes. |
| Estado da Bahia | 1903 | ED*—Portuguese. | 10,000 | 8 | 24½ x 17" | All classes. |

### BAURU

| | | | | | | |
|---|---|---|---|---|---|---|
| Correio da Noroeste | 1931 | MD—Portuguese. | 2,000 A | 4 | 48 x 33 cm | Farmers, general. |

### BELEM

| | | | | | | |
|---|---|---|---|---|---|---|
| Brazil-Novo | 1930 | ED-exS-Portuguese | 2,500 R | 4 | 15 x 22" | ..... |
| Estado do Para | 1910 | MD*—Portuguese | 20,000* | 8 | 24½ x 17" | All classes. |
| Folha do Norte | 1896 | MD*—Portuguese | 20,000 | 8 | 22 x 17" | All classes. |
| Imparcial | 1917 | ED*—Portuguese. | 5,000<br>3,500 A | 4 | 22 x 17" | All classes. |

### BELLO HORIZONTE

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario da Tarde | 1930 | ED—Portuguese. | 8,000 | 6 | 55½ x 38½ cm | General. |
| Estado do Minas | 1927 | MD—Portuguese. | 10,000 A | 9 | 55½ x 38½ cm | All classes. |
| Diario de Minas | 1899 | MD*—Portuguese | 30,000 | 8 | 50 x 34 cm | Business, farming. |

### CAMPINAS

| | | | | | | |
|---|---|---|---|---|---|---|
| Correio Popular | 1926 | MD—Portuguese. | 5,000 A | 8 | 57 x 38½ cm | All classes. |

### CURITYBA

| | | | | | | |
|---|---|---|---|---|---|---|
| O Dia | 1923 | MD—Portuguese. | 7,500 | 8 | 53 x 30½ cm | General. |
| Diario da Tarde | 1898 | ED—Portuguese. | 3,000 A | 8 | 50 x 30 cm | General. |
| Gazeta do Povo | 1917 | MD—Portuguese. | 5,000 A | 8 | 56 x 40 cm | General. |
| Der Kompass | 1900 | ED—German | 7,500 | 4 | 54 x 37 cm | Germans. |
| Correio do Parana | 1931 | ED*—Portuguese. | ..... | 8 | 50 x 34 cm | General. |

### FORTALEZA

| | | | | | | |
|---|---|---|---|---|---|---|
| O Ceara | 1925 | MD*—Portuguese | 5,000* | 8 | 40 x 33 cm | General, commerc' |
| Correio do Ceara | 1915 | ED*—Portuguese. | 5,000* | 8 | 22 x 15½" | General. |
| Diario do Ceara | 1919 | MD—Portuguese. | 6,000* | 4 | 13 x 18½" | General. |
| Gazeta das Noticias | 1925 | MD—Portuguese. | 5,000 A | 8 | 42 x 28 cm | General. |
| Jornal do Commercio | 1924 | ED—Portuguese. | 2,500 A | 8 | 76 x 112 cm | General, political. |
| O Noroeste | 1922 | MD—Portuguese. | 3,000 A | 8 | ..... | General, Catholic. |
| O Povo | 1928 | MD—Portuguese. | 4,500 | 8 | 11 x 17" | General. |

### NATAL

| | | | | | | |
|---|---|---|---|---|---|---|
| A Republica | 1889 | MD—Portuguese. | 4,500 | 4 | 24½ x 18" | General. |

### OLAVARRIA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Popular | 1899 | MD—Spanish | 3,000 | 4 | 50 x 34 cm | General. |

### PORTO ALEGRE

| | | | | | | |
|---|---|---|---|---|---|---|
| Correio do Povo | 1895 | MD—Spanish | 60,000* | 12–16 | 24½ x 17" | Better classes. |
| Deutsches Volksblatt | 1870 | ED—German | 3,000 | 8 | 13 x 19½" | German Brazilians. |
| Diario das Noticias | 1923 | MD—Portuguese. | 25,000 L | 16 | 22¼ x 17¼" | Popular. |
| O Estado do R. G. | 1929 | ED—Portuguese. | 10,000* | ..... | ..... | ..... |
| A Federacao | 1884 | ED—Portuguese. | 8,000 A | 8 | 24½ x 17½" | General. |
| Jornal da Manha | 1930 | MD*—Portuguese | 8,000 A | 12–16 | 22 x 16" | Popular. |
| Jornal da Noite | | ED—Portuguese. | 6,000 A | 6 | 22 x 16" | General. |
| Neue Deutsche Zeitung | 1881 | ED—German | 8,500 | 8 | 15 x 21" | German Brazilians. |

### RECIFE (Pernambuco)

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario da Manha | 1927 | MD—Portuguese. | 10,000 A | 16 | 17½ x 24½" | General, commerc. |
| Diario de Pernambuco | 1825 | MD—Portuguese. | 8,000 A | 8 | 22½ x 16¾" | General. |
| Diario de Tarde | 1928 | ED—Portuguese | 10,000 A | 4–8 | 17½ x 24½" | General. |
| Jornal do Recife | 1857 | MD—Portuguese. | 6,000 | 8 | 24½ x 17½" | General. |
| | | ED—Portuguese. | 6,000 | 6 | ..... | ..... |
| Jornal Pequeno | 1897 | ED—Portuguese. | 5,000 A | 6 | 17½ x 24½" | General. |

### RIO DE JANEIRO

| | | | | | | |
|---|---|---|---|---|---|---|
| A Batalha | 1928 | MD*—Portuguese | 10,000 A | 8 | 54 x 39 cm | General. |
| Correio do Brazil | 1926 | MD*—Portuguese | 40,000* | 8–12 | 23½ x 17¼" | Working class. |
| Correio da Manha | 1902 | MD*—Portuguese | 50,000 A | 16 | 59 x 44 cm | Better class, bus. |
| Deutsche Rio-Zeitung | 1921 | MD*—German | 10,000* | 8–12 | 60 x 53 cm | German speaking. |
| Diario Carioca | 1928 | MD*—Portuguese | 15,000* | 12 | 60 x 38 cm | All classes. |
| Diario do Noticias (U. S. 6) | 1929 | MD & ED*—Portuguese | 35,000 A | 18 | 50 x 38½ cm | General, political. |
| A Esquerda | | MD—Portuguese. | 10,000 A | ..... | ..... | ..... |
| O Globo | 1925 | ED*—Portuguese. | 60,000* | 8 | 55 x 38½ cm | General. |
| Jornal do Commercio | 1827 | MD*—Portuguese | 15,000 A | 28 | 61 x 48 cm | General. |
| Jornal do Brasil (U. S. 7) | 1892 | MD*—Portuguese | 53,700 | 32 | 55 x 38 cm | All classes. |
| A Manha | 1925 | MD*—Portuguese | 30,000* | 14 | 55 x 45½ cm | All classes. |
| A Patria | 1920 | MD*—Portuguese | 32,000 A | 26 | 60 x 39 cm | Middle class. |
| A Noite | 1910 | ED*—Portuguese. | 150,000* | 8 | 54½ x 38½ cm | General. |
| Rio Sportivo | 1925 | MD*—Portuguese | 30,000 | 8 | 17¼ x 25 cm | Sporting. |

## BRAZIL—Continued

### SANTOS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Diario de Santos | 1872 | MD*—Portuguese | 3,500 | 8 | 59 x 44 cm | All classes. |
| Folha de Santos | 1927 | ED*—Portuguese. | 5,000 | 8 | 55 x 40 cm | General. |
| Gazeta Popular | 1931 | ED*—Portuguese. | 5,000 | 4 | 45 x 28 cm | General. |
| Jornal da Noite | 1929 | ED—Portuguese. | 4,000 | 4 | 60 x 33 cm | General. |
| A Noticia | 1922 | MD*—Portuguese | 5,000 | 6 | 50 x 35 cm | All classes. |
| Praca de Santos | 1920 | MD*—Portuguese | 10,000* | 16 | 42 x 36 cm | Merchants. |
| A Republica | 1918 | MD*—Portuguese | 3,200 | 8 | 55 x 37 cm | All classes. |
| A Tribuna | 1894 | MD*—Portuguese | 18,000 | 6–8 | 40 x 55 cm | All classes. |
| Diario da Manha | 1932 | MD*—Portuguese | 3,000 | 4 | 50 x 32 cm | General. |

### SAO LUIZ DO MARANHAO

| | | | | | | |
|---|---|---|---|---|---|---|
| A Hora | 1925 | ED—Portuguese. | 1,000 | 4 | 50 x 35 cm | General. |
| O Imparcial | 1926 | MD—Portuguese. | 5,000 | 8 | 50 x 35 cm | General. |

### SAO PAULO

| | | | | | | |
|---|---|---|---|---|---|---|
| Anglo Brazilian Chronicle (Also published in Rio de Janeiro and Santos) | 1922 | W*—English | 2,350 | 16 | 42 x 28 cm | British, American colonies. |
| A Capital | 1910 | ED-exS*—Portuguese | 8,300* | 4–6 | 20½ x 13" | Labor, general. |
| O Combate | 1925 | ED—Portuguese. | 10,000* | ..... | 22 x 15¾" | Political, lower. |
| Correio da Tarde | 1930 | ED—Portuguese. | 20,000 | 8 | 60 x 40 cm | Political. |
| Deutsche Zeitung (Diario Allemao) | 1896 | ED*—German | 14,000* | 8 | 68 x 48 cm | German, business. |
| O Dia | 1931 | MD—Portuguese. | 8,000 | 4 | 55 x 42 cm | Sports. |
| Diario da Noite | 1929 | MD*—Portuguese | 22,000 L | 8–12 | 43 x 62 cm | General, political. |
| Diario de Sao Paulo | 1929 | MD*—Portuguese | 50,000* | 20 | 16 x 22½" | General, political. |
| Diario Nacional | 1927 | MD*—Portuguese | 15,000* | 12 | 18 x 25" | General-political. |
| O Estado de Sao Paulo (With rotogravure every 15 days) | 1876 | MD*—Portuguese | 90,000 L | 18–32 | 58 x 42 cm | Superior, impartial. |
| Fanfulla | 1892 | MD*—Italian | 40,000* | 12 | 56 x 42 cm | Italian. |
| Folha da Manha (U. S. 6) | 1924 | MD*—Portuguese | 50,000 | 12–24 | 44 x 33 cm | General, agri. |
| Folha da Noite (U. S. 6) | 1921 | ED*—Portuguese. | 30,000 | 14 | 44 x 33 cm | All classes. |
| A Gazeta | 1896 | ED*—Portuguese. | 30,000 A | 8 | 55 x 38 cm | Sports & politics. |
| L'Italia | 1924 | MD—Italian | 10,000 | 4 | 55½ x 42 cm | Anti-fascist. |
| Il Piccolo | 1915 | MD*—Italian | 18,000* | 8–16 | 60 x 43 cm | Italian. |
| A Platea | 1888 | ED*—Portuguese. | 12,000* | 8 | 47 x 62 cm | Sensational. |
| A Razao | 1931 | MD—Portuguese | 10,000 | 10 | 56 x 42½" | Lower classes. |
| Sphynge | 1906 | MD-exS—Arabic. | 3,500 | 4 | 66 x 56 cm | Syrians. |
| Times of Brazil | 1919 | W—English | 2,000 | 16 | 32 x 24 cm | British and American colonies. |

# CHILE

### ANTOFAGASTA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Industrial | 1881 | ED—Spanish | 4,000 X | 8 | 17 x 21½" | General. |
| El Mercurio (U. S. 4) | 1906 | MD*—Spanish | 14,524 | 6–8 | 14 x 20¼" | General. |
| El Sol | 1926 | MD—Spanish | 9,000* | 8 | 38 x 55 cm | General. |

### IQUIQUE

| | | | | | | |
|---|---|---|---|---|---|---|
| El Nacional | 1890 | ED—Spanish | 3,000 X | 8 | 15¼ x 21¾" | All classes. |
| La Opinion | 1928 | ED—Spanish | 3,500* | 8 | 15⅛ x 21⅝" | All classes. |
| La Patria | 1891 | ED—Spanish | 3,500 X | 8 | 15⅛ x 21¾" | All classes. |
| La Provincia | 1913 | MD—Spanish | 7,000 X | 12 | 17 x 22½" | All classes. |
| El Tarapaca (U. S. 6) | 1894 | MD*—Spanish | 5,000 | 12 | 15⅝ x 22½" | All classes. |

### CHILLAN

| | | | | | | |
|---|---|---|---|---|---|---|
| La Discusion (U. S. 1) | 1916 | MD—Spanish | 6,000 | 10 | 15 x 21" | All classes. |

### CONCEPCION

| | | | | | | |
|---|---|---|---|---|---|---|
| La Patria | 1923 | MD*—Spanish | 8,000 | 10 | 23 x 17¼" | Catholic. |
| El Sur (U. S. 1) | 1882 | MD*—Spanish | 25,000 | 14 | 23 x 17¼" | General. |

### LOS ANGELES

| | | | | | | |
|---|---|---|---|---|---|---|
| El Siglo | 1896 | MD*—Spanish | 4,000 | 6 | 20 x 14" | General. |

### SANTIAGO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario Ilustrado (U. S. 1) | 1902 | MD—Spanish | 20,000 | 14 | 15½ x 24¼" | Conservative. |
| El Imparcial | 1925 | ED—Spanish | 10,000 X | 16 | 11¾ x 16" | All classes. |
| El Mercurio (U. S. 4) | 1900 | MD—Spanish | 80,000<br>Sun. 100,000 X | 16–32 | 15 x 20¾" | All classes. |
| La Nacion (U. S. 6) | 1917 | MD—Spanish | 52,000 | 24–28 | 14 x 20½" | All classes. |
| Los Tiempos (U. S. 6) | 1923 | ED—Spanish | 20,000 | 24–32 | 10¼ x 14" | All classes. |
| Las Ultimas Noticias (U. S. 4) | 1900 | ED—Spanish | 70,000 | 16 | 15 x 15½" | All classes. |

### TALCA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Dia | .... | D—Spanish | ..... | ..... | ..... | ..... |
| La Manana (U. S. 1) | 1906 | MD—Spanish | 5,800 | 8 | 20 x 15" | General. |
| La Zona Central | 1921 | MD—Spanish | 2,500 | ..... | ..... | General. |

### TEMUCO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario Austral (U. S. 1) | 1916 | MD—Spanish | 3,500 | 12 | 15½ x 25" | General. |
| El Heraldo Del Sur | 1923 | MD—Spanish | 4,000 | 8 | 24 x 16" | General. |

### TOCOPILLA

| | | | | | | |
|---|---|---|---|---|---|---|
| La Prensa (U. S. 6) | .... | MD—Spanish | 2,500 | 6 | 14½ x 19" | General public. |

### VALDIVIA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Correo de Valdivia (U. S. 1) | 1894 | MD—Spanish | 9,000 | 8 | 16 x 24" | General public. |

### VALPARAISO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Estrella (U. S. 4) | 1921 | ED-exS—Spanish | 10,262 | 16 | 15 x 15¼" | General. |
| El Mercurio (U. S. 4) | 1827 | MD*—Spanish | 22,162 | 10–16 | 15 x 21" | General. |
| La Union (U. S. 6) | 1885 | MD*—Spanish | 24,060<br>Sun. 29,380 | 12 | 24½ x 17½" | General. |

# COLOMBIA

### BARRANQUILLA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Heraldo (U. S. 1) | 1933 | MD—Spanish | 9,000 | 12–16 | 23 x 18" | General. |
| El Liberal | 1910 | ED—Spanish | 1,500 | 8 | 16½ x 22¾" | General. |
| La Nacion (U. S. 7) | 1914 | ED—Spanish | 13,000 | 8–12 | 15 x 22½" | General. |
| El Porvenir | 1877 | ED*—Spanish | 5,000 | 10 | 14 x 19½" | General. |
| La Prensa (U. S. 6) | 1927 | MD*Spanish | 15,000 | 12–16 | 14 x 19½" | General |

### BOGOTA

| | | | | | | |
|---|---|---|---|---|---|---|
| Correo de la Tarde | 1930 | ED—Spanish | 2,000 | 8 | 11 x 17" | General. |
| El Espectador (U. S. 4) | 1887 | ED*—Spanish | 16,800 | 10 | 16 x 21" | General. |
| El Diario Nacional | 1915 | MD—Spanish & English | 3,000 | 8 | 18¼ x 22¼" | General. |
| Mundo al Dia | 1924 | ED*—Spanish | 7,000 | 24–40 | 9¾ x 13½" | General. |
| El Tiempo (U. S. 1) | 1911 | MD*Spanish | 30,000 | 16 | 17½ x 22¾" | General. |
| El Nuevo Liberal | 1931 | MD—Spanish | ..... | ..... | ..... | ..... |
| El Pais (U. S. 11) | 1931 | MD—Spanish | 14,000 | 12 | 23½ x 19" | Conservative. |

(*Continued on page* 215)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 214*)

### BUCARAMANGA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| El Deber | .... | MD—Spanish | 8,000 R | ..... | ..... | ..... |
| La Vanguardia Liberal (U. S. 1) | .... | MD—Spanish | 5,000 | 8 | 17½ x 22¾" | General. |

### CALI

| | | | | | | |
|---|---|---|---|---|---|---|
| Correo del Cauca (U. S. 4) | 1903 | MD—Spanish | 4,000 | 8 | 17½ x 22" | General. |
| Diario del Pacifico (U. S. 1) | 1925 | MD—Spanish | 4,000 | 8 | 16 x 21¾" | General. |
| Relador (U. S. 9) | 1914 | ED—Spanish | 10,000 | 8 | 17½ x 22½" | General. |

### CARTAGENA

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario de la Costa (U. S. 4) | 1916 | ED—Spanish | 4,500 | 8 | 16 x 20¼" | General. |
| La Patria | 1922 | ED—Spanish | 4,500 | 8 | 16 x 23" | General. |
| El Mercurio (U. S. 1) | 1927 | MD—ExMon—Spanish | 2,500* | 8 | 22½ x 18½" | General. |

### MANIZALES

| | | | | | | |
|---|---|---|---|---|---|---|
| Gaceta de Occidente | .... | ED—Spanish | 5,000 | 12 | 11 x 17" | General. |
| La Patria (U. S. 1 and 4) | .... | MD—Spanish | 6,000 | 8–10 | 16 x 24" | General. |
| La Voz de Caldas | 1926 | ED—exS—Spanish | 2,000 | 8 | 14 x 20" | First class. |

### MEDELLIN

| | | | | | | |
|---|---|---|---|---|---|---|
| Colombia | 1920 | ED—exS—Spanish | 4,000* | 6 | 23½ x 17¾" | General. |
| El Colombiano (U. S. 11) | 1912 | MD—exS*—Spanish | 6,500 | 8 | 23½ x 17¾" | General. |
| La Defensa | 1919 | ED—exS—Spanish | 5,300* | 12 | 19½ x 13¾" | Family, rural, clerical. |
| El Heraldo de Antioquia (U. S. 1) | 1928 | MD—Spanish | 3,000 A | 16 | 17¼ x 11¼" | General, business. |
| El Diario | 1930 | ED—exS—Spanish | 2,000 L | 8 | 20 x 14" | Lower class. |

## ECUADOR

### GUAYAQUIL

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario | 1928 | MD—Spanish | 9,654* | 16–24 | 16 x 10½" | All classes. |
| La Prensa | 1922 | ED—exS—Spanish | 5,000 | 6 | 21½ x 14½" | General. |
| El Telegrafo (U. S. 1) | 1884 | MD*—Spanish | **16,319** | 10 | 45 x 60 cm. | General. |
| El Universo (U. S. 4) | 1921 | MD*—Spanish | 18,860 | 12 | 23 x 17½" | General. |
| Graceta Maritima | 1923 | MD—exS—Spanish | 1,000 | 6 | 30 x 40 cm. | Business. |
| La Opinion Publica | 1924 | MD—Spanish | ..... | 8 | 52 x 33 cm. | All classes. |

### QUITO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio | 1906 | MD*—Spanish | 10,000* | 8 | 22¼ x 15½" | General. |
| El Dia | 1913 | MD*—Spanish | 10,000* | 6 | 21½ x 14½" | General. |

### RIOBAMBA

| | | | | | | |
|---|---|---|---|---|---|---|
| La Razon | 1923 | MD—Spanish | 1,500 | 4–6 | 40 x 60 cm. | General. |

## PARAGUAY

### ASUNCION

| | | | | | | |
|---|---|---|---|---|---|---|
| Critica | 1929 | ED—exS—Spanish | 2,000 | 4 | 23 x 16" | Poorer classes. |
| El Diario | 1904 | ED*—Spanish | 7,000 | 8 | 17 x 23" | Better class. |
| El Liberal (U. S. 6) | 1911 | MD—exMon—Spanish | 6,000* | 8 | 23 x 16" | Better class. |
| La Nacion | 1925 | ED—Spanish | 2,500* | 8 | 16 x 23" | Better class. |
| La Opinion | 1928 | ED—exS—Spanish | 4,500* | 4 | 23 x 16" | Opposition. |
| El Orden | 1923 | ED*—exS—Spanish | 7,000* | 8 | 17 x 24" | Better class. |
| La Tribuna | 1925 | MD—exS—Spanish | 4,000* | 8 | 23 x 16" | Better class. |
| La Union (Formerly "Patria") | 1917 | ED—exS—Spanish | 5,000* | 4 | 23 x 16" | Opposition. |

## PERU

### AREQUIPA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Deber | 1890 | MD—Spanish | 12,000* | 8–12 | 17½ x 22½" | All classes. |
| Noticias | .... | ..... | 7,000* | ..... | ..... | ..... |
| El Pueblo (U. S. 1) | 1901 | MD—Spanish | 10,000* | 8–12 | 22½ x 17¼" | All classes. |

### CERRO DE PASCO

| | | | | | | |
|---|---|---|---|---|---|---|
| E Minero | 1896 | ED—Spanish | 4,000* | 4–6 | 12¼ x 17" | All classes. |

### CUZCO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio (U. S. 1) | 1896 | MD—Spanish | 7,500* | 6–8 | 17 x 23" | All classes. |
| El Diario | .... | Spanish | 4,500* | ..... | 61 cm. x 7 cols | ..... |
| El Sol | 1901 | MD—Spanish | 5,800* | 4–6 | 17 x 27" | All classes. |

### LIMA.

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio (U. S. 4) | 1839 | MD—Spanish | 52,000 | 18 | 15¾ x 21" | All classes. |
| | | ED—Spanish | 17,500 | 4 | 15¾ x 21" | All classes. |
| La Cronica (U. S. 4) | 1914 | MD*—Spanish | 16,000 | 16–24 | 11¼ x 14½" | General. |
| La Tribuna (U. S. 1) | .... | ..... | ..... | ..... | ..... | ..... |

### PIURA

| | | | | | | |
|---|---|---|---|---|---|---|
| La Industria (U. S. 1) | .... | MD—Spanish | 4,000* | ..... | 62 cm. x 7 cols | ..... |
| El Tiempo | .... | MD—Spanish | 4,200* | ..... | 16 x 22" | All classes. |

## PERU—Continued

### TRUJILLO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Industria (U. S. 1) | 1895 | MD—Spanish | 6,000* | 6–10 | 15 x 23½" | All classes. |
| La Nacion | 1932 | MD—Spanish | 5,000 | 8–12 | 59 cm. x 6 cols | ..... |

## URUGUAY

### MONTEVIDEO

| | | | | | | |
|---|---|---|---|---|---|---|
| Avisador Maritino | 1916 | MD—Spanish | 2,000 | ..... | 22 x 32 cm. | Business. |
| El Bien Publico | 1878 | MD-exMon*—Spanish | 12,000* | 8 | 17 x 24½" | Catholic. |
| El Dia (U. S. 1) | 1886 | MD*—Spanish | 48,000 A | 16 | 17½ x 25½" | Gen.—political. |
| El Diario (U. S. 11) | 1923 | ED*—Spanish | 50,000 | 12–16 | 17 x 24½" | Gen.—political. |
| Diario del Plata | 1912 | MD-exMon*—Spanish | 18,866* | 12–16 | 22 x 15¾" | General. |
| El Diario Espanol | 1905 | MD-exMon*—Spanish | 4,000 A | 8 | 17½ x 24½" | Spanish. |
| La Gaceta Comercial | 1916 | MD—exMon*—Spanish | 8,000 R | 8 | 13½ x 19½" | Commercial. |
| El Ideal | 1919 | ED*—Spanish | 15,000 L | 8 | 17½ x 25½" | Gen.—political. |
| Imparcial (U. S. 6) | 1924 | ED*—Spanish | 25,000* | 12 | 18 x 24" | All classes. |
| La Manana (U. S. 11) | 1917 | MD-exMon*—Spanish | 25,000 | 20 | 17 x 24½" | Wealthy, industrial. |
| Il Messaggero d'Italia | 1923 | MD-exMon*—Italian | 12,000* | 8 | 16 x 23½" | Italian. |
| Montevideo Times | 1888 | MD-exMon—English | 900 R | 8 | 13½ x 20" | English-speaking. |
| El Pais | 1918 | MD*—Spanish | 35,000* | 14 | 17½ x 23" | Gen.—political. |
| El Nacional | 1930 | MD*—Spanish | 18,000* | 12 | 17½ x 24½" | Political—gen. |
| El Plata (U. S. 4) | 1915 | ED*—Spanish | 31,000 | 12–16 | 22 x 15¾" | Gen.—political. |
| The Sun | 1923 | MD-exMon—English | 300 R | 4 | 16 x 23" | English-speaking. |
| La Tribuna Popular | 1879 | MD*—Spanish | 30,000 R | 14 | 15½ x 23" | Gen.—political. |

## VENEZUELA

### BARQUISIMETO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Eco Industrial | 1896 | MD—Spanish | ..... | 4 | 19 x 13" | Venezuelans. |
| El Heraldo (U. S. 7) | 1912 | ED—Spanish | 3,500 | 4 | 21 x 15½" | All classes. |
| El Impulso (U. S. 1) | 1904 | MD*—Spanish | 2,500 | 4 | 21 x 15" | All classes. |

### CARACAS

| | | | | | | |
|---|---|---|---|---|---|---|
| La Esfera (U. S. 7) | 1927 | MD*—Spanish | 17,000 | 12 | 17½ x 22½" | General. |
| El Heraldo (U. S. 11) | 1921 | ED-exS*—Spanish | 12,000 | 8–12 | 17½ x 22½" | General. |
| El Impulso | 1904 | MD—Spanish | 8,000 | 4–D | 17½ x 24½" | General. |
| El Nuevo Diario (U. S. 6) | 1913 | MD—Spanish | 12,500 | 20 | 17 x 23" | Urban. |
| El Pueblo | 1930 | ED-exS—Spanish | 7,500 | 4 | 17½ x 24½" | General |
| La Religion | 1889 | MD-exS—Spanish | 7,000 | 4 | 16¾ x 22¼" | Home. |
| El Sol | 1921 | MD—Spanish | 10,000 | 6–8 | 17 x 22¼" | General. |
| El Universal (U. S. 1) | 1909 | MD*—Spanish | 16,000 | 16–20 | 16¾ x 22¾" | General. |

### CIUDAD BOLIVAR

| | | | | | | |
|---|---|---|---|---|---|---|
| El Luchador (U. S. 1) | 1906 | ED*—Spanish | ..... | 6 | 24 x 18" | ..... |

### MARACAIBO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Columna | 1923 | ED—Spanish | 1,500 | 4 | 24 x 18¼" | Catholic. |
| El Excelsior | 1923 | MD—Spanish | 3,000 | 12 | 18 x 24" | Merchants, professionals. |
| La Informacion (U. S. 1) | 1920 | MD—Spanish | 5,000 | 12 | 17 x 22½" | All classes. |
| El Pais | 1928 | MD—Spanish | 2,000 | 4 | 33 x 18¼" | General. |
| Panorama (U. S. 4) | 1914 | MD—Span., Eng. | 5,000 | 8–12 | 14 x 21" | General. |
| Herald (U. S. 6) | 1928 | W—English | 3,500 | 8 | 16½ x 22" | English-speaking. |

## WEST INDIES, ETC.

## BAHAMAS

### NASSAU

| Name of Paper | Estab. | Issued Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Nassau Guardian (U. S. 4) | 1844 | MD—English | 1,500 | 8 | 15¾ x 22" | All classes. |
| Tribune | 1903 | SW—English | 2,500 | 8–12 | 18 x 24" | General. |

## BARBADOS

### BRIDGETOWN

| | | | | | | |
|---|---|---|---|---|---|---|
| Barbados Advocate | 1895 | MD&W-exS—English | 2,000 | 18 | 22 x 17" | Upper and middle class. |
| Barbados Agricultural Reporter | 1862 | MD-exS—English | 1,000 | 20 | 19 x 14" | Upper and middle class. |

## BERMUDA

### HAMILTON

| | | | | | | |
|---|---|---|---|---|---|---|
| Royal Gazette and Colonist Daily | 1866 | MD-exS*—English | Su 1,800 Wi 2,000 | 8 | 17 x 24" | All classes. |

(*Continued on page 216*)


***In Considering the Venzuelan Market Do Not Overlook Maracaibo.***

**The Maracaibo trading district should be considered as a separate commercial unit, apart from the rest of Venezuela.**

**The highly developed petroleum and sugar industries have given the ten thousand or more foreign residents of the Maracaibo Basin a high purchasing power.**

**The majority of high salaried men in these industries are from the English speaking nations. To reach them and their families, *it is imperative to make use of "The Maracaibo Herald."***

**"The Maracaibo Herald" is issued each Saturday. United Press cable news from home and complete coverage of local news by a capable editorial staff have made "The Maracaibo Herald" necessary to the English speaking residents of Maracaibo.**

**The Maracaibo Herald**

**Maracaibo, Venezuela**

**Represented exclusively abroad by**

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***International Publishers' Representative***

**220 East 42nd Street, New York**

**London Paris Berlin Buenos Aires Rio de Janeiro São Paulo**



**RIGHT through the past four lean years Venezuela has had a prosperity enjoyed by few countries. Petroleum and asphalt and live-stock and coffee and sugar have put a great deal of money in circulation there.**

**"EL NUEVO DIARIO" of Caracas is Venezuela's most important newspaper. It circulates, 12,500 copies daily, among the wealthier Venezuelans, the large business and professional and military classes.**

**"EL NUEVO DIARIO" carries more paid advertising than any Venezuelan newspaper.**

**"EL NUEVO DIARIO"**

**Caracas, Venezuela**

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LONDON PARIS BERLIN BUENOS AIRES RIO DE JANEIRO SÃO PAULO

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 215*)

## CUBA

### CAMAGUEY

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| El Camagueyano (U. S. 1) | 1902 | D*—Spanish | 8,000 R | 8-16 | 20 x 15½" | All classes. |
| La Region | 1921 | D—Spanish | 5,000 R | ..... | ..... | ..... |

### CIENFUEGOS

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio (U. S. 10) | 1902 | D—Spanish | 7,800 | ..... | ..... | General |
| La Correspondencia (U. S. 1) | .... | D—Spanish | 12,000* | ..... | ..... | ..... |

### GUANTANAMO

| | | | | | | |
|---|---|---|---|---|---|---|
| La Voz del Pueblo | 1899 | D-exS—Spanish | 3,000 | 4 | 18 x 24" | All classes. |

### HAVANA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Comercio | 1843 | MD-exS*—Spanish | ..... | 12 | 17 x 22½" | Bankers, etc. |
| Diario de la Marina (U. S. 6) | 1832 | MD*—Spanish | 40,000 | 28-32 | ..... | General. |
| Informacion (U. S. 1 and 6) | .... | ED—Spanish | 35,000 | ..... | ..... | General. |
| Diario Espanol | 1917 | MD*—Spanish | 10,000* | 10-12 | 22 x 16" | Spanish merchants. |
| Havana Evening Telegram (U. S. 4) | 1920 | ED-exS*—English | Wi 8,000* Summer 4,000 | 12 | 16⅔ x 21" | English-speaking. |
| Havana Post (U. S. 4) | 1897 | MD*—English | Wi 20,000* Summer 5,000 | 12 | 18 x 21" | Americans, etc. |
| Heraldo Comercial | 1916 | MD-exS*—Spanish | 2,000 A | 16 | 10½ x 20" | Commercial. |
| Heraldo de Cuba | 1908 | MD&ED*—Spanish | 20,000* | 20 | 24 x 18" | General. |
| La Lucha | 1886 | D*—Spanish | 3,000AR | 12 | ..... | General. |
| Man Sen Yat Po | 1921 | MD—Chinese | 3,000 A | 12 | 17 x 22" | Social, political. |
| Mercurio | 1918 | MD-exS*—Spanish | 12,000* | 8 | ..... | Business. |
| El Mundo (U. S. 4) | 1901 | MD*—Spanish | 27,000 | 20-32 | 17 x 21" | General. |
| El Pais (U. S. 7) | 1922 | MD&ED*—Span.MD | 22,000 ED 36,000 | 24 | 18 x 23" | General. |

### SANTIAGO DE CUBA

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario de Cuba (U. S. 1) | 1917 | MD*—Spanish | 18,000 X | 14-16 | 21½ x 13" | All classes. |
| La Independencia | 1871 | ED-exS*—Spanish | 8,000 | 8 | 18 x 21" | Working class. |
| La Region | 1924 | ED-exS—Spanish | 7,000 | 8 | 22 x 12" | Working class. |

## CURACAO

### WILLEMSTAD

| | | | | | | |
|---|---|---|---|---|---|---|
| Boletin Comercial | 1907 | MD-exS—Dutch | 600 | 4 | ..... | Merchants, etc. |
| La Prensa | 1929 | MD-exS—Spanish | 1,200 | 4 | 22 x 17½" | All kinds. |

## DOMINICAN REPUBLIC

### SANTIAGO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario (U. S. 16) | 1902 | MD—Spanish | 1,500 | 8-12 | 22 x 15½" | All classes. |
| La Information | 1915 | ED—Spanish | 2,000 | 8-16 | 22 x 15½" | All. |

### SANTO DOMINGO

| | | | | | | |
|---|---|---|---|---|---|---|
| Listin Diario (U. S. 1) | 1889 | MD*—Spanish | 8,900 | 8-12 | 17½ x 22½" | General. |
| Nuevo Diario | 1921 | ED*—Spanish | 2,700 | 6 | 11 x 20" | All classes. |
| Opinion (U. S. 16) | .... | ED—Spanish | 8,000 | ..... | 8 col. x 20½" | ..... |

## GUADELOUPE

### POINT-A-PITRE

| | | | | | | |
|---|---|---|---|---|---|---|
| Le Nouvelliste | 1909 | Tri-W—Spanish | 3,000 | 4 | 61 x 91 cm. | All. |

## HAITI

### PORT AU PRINCE

| | | | | | | |
|---|---|---|---|---|---|---|
| Haiti Journal | 1914 | MD-exS—French and English | 10,000 | 4 | 18 x 24" | Merchants. |
| Le Matin | 1907 | MD—French and English | 3,300 | 4 | 30 x 45" | Business world, families, politicians. |
| Le Nouvelliste | 1896 | ED—French and English | 3,600 | 4 | 13 x 20" | Cultured. |

## JAMAICA

### KINGSTON

| | | | | | | |
|---|---|---|---|---|---|---|
| Daily Gleaner | 1834 | MD-exS*—English | 25,000 | 24-36 | 17 x 23" | General public. |

## MARTINIQUE

### PORT DE FRANCE

| | | | | | | |
|---|---|---|---|---|---|---|
| Le Cablo | 1926 | ED-exS—French | 3,000 | 2 | 12½ x 19½" | General. |

## PUERTO RICO

### SAN JUAN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| El Tiempo | 1907 | ED—Spanish and English | 8,325* | 8 | 15 x 20" | Middle classes. |
| La Correspondencia (U. S. 7) | 1890 | ED—Spanish (E) | 10,600 | 8-12 | 16 x 21½" | General. |
| El Tiempo | 1906 | MD—Span.-Eng. | 6,500 | 8 | 15½ x 20" | General. |
| La Democracia | 1889 | MD-exS—Spanish | 12,000 | 12-16 | 15½ x 22" | General. |
| El Mundo (U. S. 1) | 1919 | MD—Spanish | 23,006 | 14-24 | 16¼ x 20½" | General. |
| El Pais | 1932 | ED-exS—Spanish | 4,000 | 8 | 17½ x 22" | General. |
| El Imparcial (U. S. 4) | 1918 | MD—Span.-Eng. | 16,000 | 20-24 | 10¼ x 14" | General. |

## TRINIDAD, PORT OF SPAIN

| | | | | | | |
|---|---|---|---|---|---|---|
| Gazette | 1825 | MD—English | 4,000 | 12-24 | ..... | All classes. |
| Guardian (U. S. 4) | 1917 | MD—English | 4,012 | 14 | 15¾ x 21½" | All classes. |

# CENTRAL AMERICA

## COSTA RICA

### SAN JOSE

| | | | | | | |
|---|---|---|---|---|---|---|
| Correo Nacional | 1918 | MD—Spanish | 1,500* | 4 | 19 x 13" | Catholics. |
| Diario de Costa Rica (U. S. 7) | 1919 | MD-exMon—Spanish | 8,000 | 16 | 18 x 22½" | General. |
| El Mundo | 1926 | MD—Spanish | 2,500 A | 8 | 19 x 13" | All classes. |
| La Nueva Prensa | 1921 | ED—Spanish | 1,800 A | 8 | 18 x 13" | All classes. |
| La Tribuna (U. S. 6) | 1919 | MD*—Spanish | 8,000 R | 8 | 18 x 22¼" | General. |
| La Prensa Libre | 1923-31 | ED—Spanish | 5,000* | 8 | 14½ x 20½" | General. |
| La Hora (U. S. 7) | 1933 | ED-exMon—Spanish | 3,500 | 8 | Tabloid | Laboring classes. |

## GUATEMALA

### GUATEMALA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Imparcial (U. S. 1) | 1900 | ED-exS*—Spanish | 7,000 | 8-24 | 16 x 20½" | General. |
| Nuestro Diario | 1923 | ED-exS—Spanish | 6,000* | 8-16 | 15¾ x 20½" | General. |
| El Liberal Progresista | 1931 | ED-exS—Spanish | 6,700 D | 8-30 | 17½ x 22½" | Middle class. |
| Diario de Centro-America | 1880 | ED-exS—Spanish | 4,500 | 6-12 | 13½ x 20¼" | Official—no ads. |

## HONDURAS

### SAN PEDRO SULA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Nacional | 1926 | MD-exMon—Spanish | 2,527 | 6 | 13 x 10" | All classes. |
| El Norte | 1921 | ED—Spanish | 2,000 | 6 | 18 x 24" | All classes. |
| Nuestro Criterio | 1928 | ED-exS—Spanish | 1,800 | 4 | 15½ x 22" | All classes. |
| Diario Comercial (U. S. 4) | 1933 | MD—Span.-Eng. | 5,000 | 8 | 16 x 20" | General. |

### TEGUCIGALPA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Cronista | 1912 | ED-exS*—Spanish | 4,500 | 8 | 18 x 24" | Officials, etc. |
| Diario el Sol (Formerly El Democrata) | 1928 | ED—exS-Spanish | 5,400 | 4 | 18 x 24" | All classes. |
| La Tribuna | 1927 | ED-exS*—Spanish | 2,000 R | 4 | 16 x 23" | General. |

## NICARAGUA

### GRANADA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario Nicaraguense | 1884 | MD*—Spanish | 1,000 X | 4-6 | 24 x 18" | Local. |

### LEON

| | | | | | | |
|---|---|---|---|---|---|---|
| El Centro-Americano | 1917 | MD-exMon—Spanish | 2,500 | 4-6 | 22 x 15" | Liberal. |
| El Cronista | 1918 | MD—Spanish | 1,600 R | 4 | 18 x 12" | Liberal. |
| El Eco Nacional | 1918 | MD-exS*—Spanish | 1,250 | 4 | 18 x 24" | Local. |
| Los Hechos | 1925 | MD-exS—Spanish | 1,500 | 4 | 18 x 24" | Catholic & local. |

### MANAGUA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Combate | .... | D—Spanish | 2,500 | ..... | ..... | ..... |
| El Comercio | .... | MD-exMon—Spanish | 2,000 | 6 | 21 x 15" | General. |
| Diario Moderno | 1910 | MD-exMon—Spanish | 3,500 X | 6 | 18 x 24" | General. |
| La Noticia | 1915 | MD*—Spanish | 5,500 | 8 | 23 x 17" | Good class. |
| La Prensa (U. S. 1) | 1926 | MD—Spanish | 3,000 | 8-10 | 23 x 17" | General. |
| El Nueva Prensa | .... | D—Spanish | 5,000 | ..... | ..... | ..... |
| El Imparcial | .... | D—Spanish | 5,000 | ..... | ..... | ..... |

## PANAMA

### PANAMA CITY

| | | | | | | |
|---|---|---|---|---|---|---|
| El Diario de Panama (U. S. 1) | 1904 | ED-exS*—Spanish | 2,500 | 6 | 16½ x 20" | General. |
| El Heraldo | 1925 | ED—Spanish | 2,500 | 8 | 12 x 18" | General. |
| Panama American (U. S. 6) | 1925 | MD & ED—Span.-English | 9,729 | 14-16 | 16 x 22" | General. |
| Star and Herald and Estrella de Panama (U. S. 4) | 1849 | MD*—Eng.-Span. | 10,700 | 20 | 16 x 2" | General. |
| Times (El Tiempo) | 1923 | ED-exS*—Spanish | 2,500 | 8 | 18 x 24" | General. |

(*Continued on page 217*)

SINCE 1832 "Diario de la Marina" has been the most important Cuban newspaper.

"Diario de la Marina" has by far the largest circulation of any newspaper in Cuba.

Of Cuban families with an income of $5,000 or over, 65% *buy* "Diario de la Marina" each day.

Of Cuban families with an income between $2,500 and $5,000, 41.5% *buy* "Diario de la Marina" each day.

Of Cuban families with an income between $1,200 and $2,500, 45% *buy* "Diario de la Marina" each day.

"Diario de la Marina" is more than a Havana morning daily, it is the *National* daily of Cuba, with a circulation concentrated among those most able to buy.

1832

**"DIARIO de la MARINA"**

HAVANA, CUBA

*Represented exclusively abroad by*

JOSHUA B. POWERS, INC.

International Publishers' Representative

220 East 42nd Street, New York City

London Paris Berlin Buenos Aires Rio de Janeiro São Paulo

By holding to a policy of absolute political independence:

By fostering numerous campaigns for the public welfare—and carrying them through!:

By giving its readers a modern and complete newspaper with foreign and national news services and features:

"La Tribuna" has become the most important journalistic force in Costa Rica.

"La Tribuna" leads all Costa Rican newspapers in circulation.

"La Tribuna" carries more advertising than any other Costa Rican newspaper.

**"La Tribuna"**

morning daily of San Jose, Costa Rica

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220 East 42nd Street, New York, N. Y.

London Paris Berlin Buenos Aires Rio de Janeiro São Paulo

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 216)

## SALVADOR

### SAN MIGUEL

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Nacion | 1923 | MD—Spanish | 3,350 | 4 | 48 x 39½ cm. | All classes. |
| Diario de Oriente | .... | ED—Spanish | ..... | ..... | ..... | ..... |

### SAN SALVADOR

| | | | | | | |
|---|---|---|---|---|---|---|
| El Dia | 1922 | ED—Spanish | 3,000 | 8 | 20 x 14½" | All classes. |
| Diario Latino (U. S. 7) | 1890 | MD-exS—Spanish | 9,000 | 12-16 | 22½ x 17¾" | All classes. |
| Diario del Salvador (U. S. 1) | 1894 | MD—Spanish | 5,000 | ..... | 15 x 20½" | General. |
| Patria (U. S. 10) | 1928 | MD*—Spanish | 9,000 | 8-16 | 16 x 20" | All classes. |
| La Prensa | 1915 | ED*—Spanish | 10,000 | 8-24 | 22 x 17" | All classes. |
| El S alvadoreno | 1925 | ED—Spanish | 10,000* | 8 | ..... | All classes. |
| El Tiempo | .... | ED—Spanish | ..... | ..... | ..... | Catholic. |

## MEXICO

### AGUASCALIENTES

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario del Centro | .... | D—Spanish | 3,200 | ..... | ..... | ..... |
| Accion (U. S. 5) | .... | D—Spanish | 3,000 | ..... | 15⅜ x 20½" | ..... |
| La Lucha | .... | D—Spanish | 1,500 | ..... | ..... | ..... |
| El Renacimiento | .... | ED—Spanish | 5,000 | 4 | 14⅝ x 27⅞" | General. |

### CHIHUAHUA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Correo | 1899 | ED—Spanish | 2,500 | 4 | 22 x 16" | Average. |
| La Voz (U. S. 5) | 1921 | MD*—Spanish | 3,000 | 4 | 23 x 17½" | Average. |
| El Heraldo (U. S. 5) | 1927 | MD—Spanish | 3,500 | 4 | 18 x 24" | Middle and upper. |

### DURANGO

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario (U. S. 5) | 1920 | MD*—Spanish | 3,000 | ..... | ..... | Middle class. |
| Voz | .... | Spanish | 1,900 | ..... | 16⅝ x 20⅝" | ..... |

### GUADALAJARA

| | | | | | | |
|---|---|---|---|---|---|---|
| Las Noticias (U. S. 5) | 1927 | Spanish | 20,000 | 6 | 16½ x 19" | Better classes. |
| Boletin Diario | 1925 | MD—Spanish | 1,900 | 4 | 9¼ x 13" | Merchants. |
| El Informador (U. S. 5) | 1917 | MD*—Spanish | 27,500 | 8 | 22½ x 17½" | Best classes. |
| El Sol | 1922 | ED—Spanish | 6,000 | 4 | 24 x 18" | Middle classes. |
| El Jalisciense (U. S. 6) | 1932 | MD—Spanish | 7,000 | 6 | 17½ x 22½" | General. |

### HERMOSILLO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Pueblo (U. S. 5) | .... | D—Spanish | 2,500* | ..... | ..... | ..... |
| El Tiempo (U. S. 5) | .... | Spanish | ..... | ..... | 16½x20½ | ..... |

### LEON

| | | | | | | |
|---|---|---|---|---|---|---|
| El Centro (U. S. 6) | 1932 | MD—Spanish | ..... | 4 | 15½ x 23½" | General. |

### MAZATLAN

| | | | | | | |
|---|---|---|---|---|---|---|
| El Correo | 1921 | ED—Spanish | 2,000 R | 4 | 12 x 18" | All classes. |
| El Correo de la Tarde | 1885 | ED—Spanish | 5,000 | 4 | 16 x 20" | All classes. |
| El Democrata Sinaloense (U. S. 5) | 1919 | MD—Spanish | 5,000 | 4 | 24 x 36" | All classes. |

### MERIDA

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario del Sureste (U. S. 6) | 1931 | MD—Spanish | 7,500 Sun. 10,000 | 6-8 | 17½ x 22½" | Better classes. |
| Diario de Yucatan (U. S. 5) | 1918 | MD—Spanish | 15,000 | ..... | 23½ x 17½" | Better Classes. |
| La Voz Peninsular | .... | D—Spanish | 5,000 | ..... | ..... | ..... |
| Revista Social (U. S. 5) | .... | ..... | ..... | ..... | ..... | ..... |

### MEXICO CITY

| | | | | | | |
|---|---|---|---|---|---|---|
| Boletin Financiero y Minero (U. S. 5) | .... | D—Spanish | 5,000 | ..... | 12¼ x 16⅜" | ..... |
| El Dia Espanol | .... | ED | 1,200* | ..... | ..... | ..... |
| El Excelsior (U. S. 5) | 1917 | MD*—Span.-Eng. | 66,557 | 18 | 21½ x 18½" | General. |
| El Universal (U. S. 10) | 1916 | MD*—Spanish | 80,000 | 18 | 21 x 16⅜" | General. |
| El Nacional (U. S. 6) | 1929 | MD—Spanish | 45,000 | 14-30 | 17½ x 23½" | General. |
| La Prensa (U. S. 7) | 1929 | MD—Spanish | 57,491 | 20 | 9⅜ x 14" | General. |
| Universal Grafico (U. S. 10) | 1921 | ED—Spanish | 30,000 | 20 | 14½ x 10¼" | General. |

### MONTEREY

| | | | | | | |
|---|---|---|---|---|---|---|
| El Porvenir (U. S. 5) | 1919 | MD*—Spanish | 8,000 | 8-12 | 20½ x 16¾" | Best element. |
| El Sol (U. S. 6) (U. S. 5) | 1922 | ED*—Spanish | 7,000 | 4-6 | 22½ x 18" | General. |

### OAXACA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Oaxapueno (U. S. 5) | .... | D—Spanish | ..... | ..... | 18½ x 20¼" | ..... |

### PACHUCA

| | | | | | | |
|---|---|---|---|---|---|---|
| El Observador (U. S. 5) | .... | D—Spanish | 4,500 | ..... | ..... | ..... |
| El Independiente (U. S. 5) | .... | Spanish | 1,500 | ..... | ..... | ..... |

### PUEBLA

| | | | | | | |
|---|---|---|---|---|---|---|
| La Opinion | .... | D—Spanish | 6,000 | ..... | ..... | ..... |

Yucatán is one of Latin America's great trade centers and the heart of agricultural Mexico.
But Yucatán is isolated geographically from the rest of Mexico.
This rich market must be reached by a local newspaper.
"Diario del Sureste's" circulation of 7,500 daily and 10,000 on Sunday is far in excess to that of any other publication having distribution in Yucatán.
"Diario del Sureste" has more advertising than any other Yucatán newspaper.

**"Diario Del Sureste"**

"the key to the Yucatán Market"

Represented exclusively abroad by

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*International Publisher's Representatives*

220 East 42nd Street, New York, N. Y.

London Paris Berlin Buenos Aires Rio de Janeiro São Paulo

## MEXICO—Continued

### QUERETARO

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| El Sol | .... | D—Spanish | 6,000 | ..... | ..... | ..... |

### SALTILLO

| | | | | | | |
|---|---|---|---|---|---|---|
| Diario del Norte | 1918 | MD—Spanish | 4,500 | 8 | 17½ x 22½" | General. |

### SAN LUIS POTOSI

| | | | | | | |
|---|---|---|---|---|---|---|
| Accion (U S. 5) | 1921 | ED—Spanish | 5,000 | 4 | 18 x 24" | All classes. |

### TAMPICO

| | | | | | | |
|---|---|---|---|---|---|---|
| El Correo (U. S. 5) | 1924 | ED—Spanish (E) | 2,000 | 4 | ..... | All classes. |
| El Mundo (U. S. 5) | 1918 | MD—Spanish (E) | 5,000 | 8 | ..... | All classes. |
| El Diario (U. S. 7) | .... | MD—Spanish | 3,500 | ..... | 14½ a 19¼" | All classes. |

### TORREON

| | | | | | | |
|---|---|---|---|---|---|---|
| La Opinion | 1917 | MD*—Spanish (E) | 7,000 | 6-8 | 14½ x 23¾" | Al classes. |
| El Siglo (U. S. 5) | 1921 | MD—Spanish (E) | 9,000 | 6 | 22½ x 17¾" | All classes. |

### VERA CRUZ

| | | | | | | |
|---|---|---|---|---|---|---|
| La Nacion (U. S. 5) | .... | MD*—Spanish (E) | 10,500 | 8-12 | 18 x 24" | All classes. |
| El Dictamen (U. S. 5) | .... | ..... | ..... | ..... | ..... | ..... |

### YUCATAN

| | | | | | | |
|---|---|---|---|---|---|---|
| Dario del Sureste (U. S. 6) | 1931 | DS—Spanish | 7.500 | 8 | 16½ x 20½" | All classes |

(Continued from page 218)

"EL NACIONAL" of Mexico City has a circulation of 42,500 copies daily. This circulation reaches every part of the Republic, but more especially the Mexico City trading area.

Although it is completely independent, "EL NACIONAL" favors the Administration, the Partido Nacional Revolucionario, and its readers are of that progressive element which is rapidly bringing about a new and vital Mexico.

This element is aware of new social and economic and political trends, of new ideas and products and inventions. It reads about these things each day in "EL NACIONAL". And here among "EL NACIONAL's" readers is Mexico's best market.

**"EL NACIONAL"**

MEXICO, D. F.

Represented Exclusively Abroad by

JOSHUA B. POWERS, INC.

*International Publishers Representatives*

220 EAST 42nd STREET NEW YORK, N. Y.

LONDON PARIS BERLIN BUENOS AIRES RIO DE JANEIRO SÃO PAULO

The PANAMA AMERICAN is a bi-lingual daily newspaper with news, editorials, features, comics, social and sports pages in both English and Spanish. It covers completely all the reading elements of the Isthmian population.

The PANAMA AMERICAN is the only Panamanian newspaper which publishes its circulation breakdown daily and invites advertisers and all other interested persons to examine press distribution, subscription and cash records in order to verify its published circulation figures.

The PANAMA AMERICAN has the largest circulation of any publication in Panama and the Canal Zone—an average of 9,729 net paid daily.

The PANAMA AMERICAN carries more advertisements and has a higher advertising revenue than any other Panama publication.

**"PANAMA AMERICAN"**

Panama, Republic of Panama

Represented exclusively abroad by

JOSHUA B. POWERS, INC.

*International Publishers' Representatives*

220 East 42nd Street, New York

London Paris Berlin Buenos Aires Rio de Janeiro São Paulo

# EUROPE

## AUSTRIA

### VIENNA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Der Abend | 1915 | ED*..... | 90,000 A | 8–12 | 252 x 380 mm.... | Laborers. |
| Arbeiter Zeitung | 1895 | MD*..... | 100,000 A | 12 | 475 x 630 mm.... | Laborers. |
| Illustrierte Kronenzeitung | 1900 | MD*..... | 210,000 | 16 | 315 x 240 mm.... | All classes. |
| Illustriertes Wiener Extrablatt | 1871 | MD*..... | 18,000 | 12–26 | 400 x 280 mm.... | General public. |
| Kleine Volkszeitung | 1893 | MD*..... | 130,000 | 16 | 270 x 204 mm.... | Skilled workmen |
| Neue Freie Presse (U. S. 6) | .... | MD-ED*—German. | 58,900 Sun. 76,400 | 8–46 | 12¼ x 18½"..... | General. |
| Neues Wiener Journal | 1893 | MD*..... | 110,000 A | 16 | 430 x 285 mm.... | Aristocrats. |
| Neuigkeits Weltblatt | 1874 | ED*..... | 40,000 | 10 | 230 x 350 mm.... | Middle classes. |
| Reichpost | 1893 | MD*..... | 42,000 | 60 | 400 x 275 mm.... | General public. |
| Der Tag | 1922 | MD*..... | 40,000 | 10 | 385 x 273 mm.... | Middle classes. |
| Vlkz Zeitung | 1854 | MD*..... | 61,000 | 12 | 420 x 272 mm.... | Middle classes. |
| Wiener Morgen Zeitung | 1919 | MD*..... | 42,000 | 10 | 420 x 280 mm.... | Jews. |

## BELGIUM

### ANTWERP

| | | | | | | |
|---|---|---|---|---|---|---|
| L'Echo du Soir | 1886 | ED-exS—French | 16,000 | 6 | 17½ x 22¾"..... | Financiers. |
| Gazet | 1890 | ME-ED—Flemish | 60,000 | 6 | 17¼ x 23.2"..... | Catholics. |
| Het Handelsblad | 1845 | MD—Flemish.... | 42,000 | 6 | 18¾ x 24.3"..... | Tradesmen. |
| Lloyd Anversois | 1857 | ED—French..... | 13,000 | 12 | 15½ x 22¼"..... | All business. |
| Le Matin | 1894 | MD—French.... | 50,000 | 12 | 14.5 x 20.5"..... | Middle classes. |
| La Metropole | 1894 | MD—French.... | 25,000 | 6 | 18 x 21¾"..... | Middle classes. |
| Morgenpost | 1920 | MD—Flemish... | 22,000* | 6 | 17 x 23¼"..... | Nationalists. |
| Le Neptune | 1903 | MD—French.... | 25,000 | 12 | 15 x 21..... | Shipping. |
| De Nieuwe Gazet | 1896 | MD-ED—Flemish | 30,000 | 8 | 14¾ x 23"..... | Liberals. |
| De Scheida | 1917 | MD—Flemish.... | 40,000 | 6 | 16 x 23¼"..... | "Frontistes" |
| De Volksgazet | .... | D..... | 50,000 | ..... | ..... | Laborers. |

### BRUSSELS

| | | | | | | |
|---|---|---|---|---|---|---|
| La Derniere Heure | 1906 | MD-ED*—Fren.. | 225,000 | 12 | 57 x 43 cm..... | All classes. |
| L'Etoile Belge | 1850 | MD—French.... | 25,000 | 6 | 16½ x 24"..... | General. |
| L'Independance Belge | 1830 | MD—French.... | 20,000 | 8 | 16½ x 24"..... | General. |
| Het Laatste Nieuws | 1888 | MD-ED*—Flem.. | 207,000 | 14 | 33½ x 48½ cm... | Separationists. |
| La Libre Belgique | 1884 | MD-ED*—Fren.. | 140,000 | 16 | 56 x 41 cm..... | All classes. |
| Moniteur des Interets Materials | 1851 | ED*—French.... | 18,000 X | 20 | 35 x 26 cm..... | Business men. |
| La Nation Belge | 1917 | MD-ED*—Fren.. | 50,000 | 6–16 | 56 x 39½ cm..... | All classes. |
| Le Peuple | 1886 | MD-ED—French. | 105,000 | 6–8 | 42½ x 60 cm..... | Working class. |
| Le Soir | 1886 | MD ED*—Fren.. | 255,000 | 10–16 | 62 x 44½ cm..... | All classes. |
| Le Siecle | 1895 | MD ED*—Fren.. | 35,000 X | 12 | 42½ x 60 cm..... | All classes. |
| L'Echo de la Bourse | 1892 | ED..... | 35,000 | 16 | 35½ x 52½ cm... | Finance & commerce. |

### CHARLEROI

| | | | | | | |
|---|---|---|---|---|---|---|
| Gazetta de Charleroi | 1890 | ED*—French.... | 56,000 | 6–16 | 62 x 44 cm..... | All classes. |
| Journal de Charleroi | 1907 | ED—French..... | 22,000 | 6–8 | 57 x 41 cm..... | All classes. |
| Pays Wallon | 1906 | D..... | 11,000 | ..... | 490 x 335 mm.... | Christian-Democr't |
| Le Rappel | 1902 | D..... | 14,000 | ..... | 540 x 410 mm.... | Conservative. |

### GHENT

| | | | | | | |
|---|---|---|---|---|---|---|
| La Flandre Liberale | 1875 | ED—French..... | 20,000 X | 10–16 | 515 x 395 mm.... | All classes. |
| Gazette Van Gent | .... | ED—French..... | ..... | ..... | 500 x 450 mm.... | Middle and working classes. |
| Het Volk | 1904 | D—Flemish..... | 18,000 | ..... | ..... | Christian-Socialist; Working classes. |
| Vooruit | 1874 | ED—Flemish.... | 46,000 | ..... | ..... | Working classes. |

### LIEGE

| | | | | | | |
|---|---|---|---|---|---|---|
| L'Express | 1894 | ED*—French.... | 28,000 | 6 | 570 x 400 mm.... | All classes. |
| La Gazette de Liege | 1840 | MD*—French... | 50,000 | 6 | 540 x 410 mm.... | Catholics. |
| La Meuse | 1899 | MD*—French... | 80,000 X | 6 | 540 x 450 mm.... | All classes. |
| Le Journal de Liege | 1766 | MD*—French... | 11,000 | 4 | 580 x 440 mm.... | Liberal party. |
| La Wallonie | 1919 | MD*—French... | 50,000 | 8 | 570 x 390 mm.... | Socialist Party. |

### LA LOUVIERE

| | | | | | | |
|---|---|---|---|---|---|---|
| Les Nouvelles de la Gazette du Centre | 1898 | MD-exS*—Fren.. | 17,000 | 6 | 410 x 550 mm.... | Middle class. |
| Gazette du Centre | .... | ED—Flemish.... | 12,500 | ..... | 570 x 400 mm.... | ..... |

### MONS

| | | | | | | |
|---|---|---|---|---|---|---|
| La Province | .... | D..... | 14,500 | ..... | 570 x 400 mm.... | Liberal. |
| Le Progres (with sister paper "Le Hainaut") | .... | D..... | 19,000 | ..... | 530 x 395 mm.... | Catholic. |

### NAMUR

| | | | | | | |
|---|---|---|---|---|---|---|
| Vers L'Avenir | 1919 | MD-exS—French. | 26,000 | 6 | 520 x 375 mm.... | Middle class. |

## BULGARIA

### SOFIA

| | | | | | | |
|---|---|---|---|---|---|---|
| Dnevnik | 1903 | ED-exS—Bulgarian | 25,000 X | 4 | 16½ x 20½"..... | General. |
| Mir | 1894 | ED-exS—Bulgarian | 15,000 X | 4 | 17½ x 22"..... | Best class. |
| Slovo | 1922 | ED-exS—Bulgarian | 9,000 X | 4 | 22½ x 15½"..... | General. |
| Targovski Promishlen Glas. | 1923 | ED—Bulgarian... | 15,000 X | 4 | 16½ x 22½"..... | Business men. |
| Utro | 1911 | MD-exMon—Bulgarian..... | 60,000 X | 4 | 24 x 17"..... | General. |
| Vreme | 1931 | ED—Bulgarian... | 10,000 X | 4 | 16½ x 23"..... | General. |
| Zaria | 1922 | MD-exMon—Bulgarian..... | 25,000 X | 4 | 17 x 24"..... | General. |
| Zname | 1849 | ED-exS—Bulgarian | 12,000 X | ..... | 15½ x 21"..... | Political. |
| Zora | 1919 | MD-exMon—Bulgarian ..... | 55,000 X | 8 | 15½ x 21"..... | General. |

## CZECHOSLOVAKIA

### BRNO (BRUEN)

| | | | | | | |
|---|---|---|---|---|---|---|
| Lidove Noivay | 1893 | MD ED*—Czech. | 100,000 | 16–20 | 357 x 478 mm.... | Educated class. |
| Moravska Orlice | 1862 | ED*—Czech..... | 12,000 | 6 | 280 x 420 mm.... | Middle classes. |
| Moravske Noviny | 1879 | MD*—Czech..... | 85,000 | 4–6–16 | 320 x 225 mm.... | All classes. |
| Moravske Slovo | .... | MD*—Czech..... | 30,000 | ..... | ..... | Socialists. |
| Morgenpost | 1865 | MD—German..... | 26,000 | 8 | 280 x 410 mm.... | All classes. |
| Narodni Neviny | 1925 | MD—Czech Daily | 15,000 | ..... | ..... | Industrialists. |
| Revnost | 1884 | MD—Czech..... | 15,000 | 6–8–12 | 350 x 220 mm.... | Workers. |
| Svoboda | 1919 | MD*—Czech.... | 30,000 | 6 | 315 x 225 mm.... | Agrarians. |
| Tageshote | 1850 | MD ED*—Ger... | 18,000 | 18 | 305 x 480 mm.... | Educated. |

### PRAGUE

| | | | | | | |
|---|---|---|---|---|---|---|
| Czech | 1875 | MD—Czech..... | 10,000 | 8 | 28 x 39 cm..... | Conservative. |
| Cesko Slovo | 1907 | MD—Czech..... | 38,000 | 18 | 420 x 280 mm.... | Middle class. |
| Deutsche Landpost | 1919 | MD*—German.. | 12,000 | 8 | 279 x 120 mm.... | Agrarians. |
| Deutsche Presse | 1924 | MD ED*—Ger... | 15,000 | ..... | ..... | All classes. |
| Deutsche Zeitung Bohemia. | 1928 | MD*—German... | 30,000 | 16 | 32½ x 46 cm..... | Industry. |
| Lid | 1917 | MD*—Czech..... | 54,000 | 6 | 315 x 220 mm.... | Catholics. |
| Lidove Noviny | 1920 | MD*—Czech..... | 25,000 | 8–16 | 400 x 265 mm.... | Catholics. |
| Lidovy Denik | 1919 | MD*—Czech..... | 200,000 | 6 | 330 x 225 mm.... | Agrarians. |
| Narod | 1860 | ED*—Czech..... | 80,000 | 8–60 | 510 x 360 mm.... | Well-to-do. |

## CZECHOSLOVAKIA—(Continued)

### PRAGUE—(Continued)

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Narodni Listy | 1860 | MD*—Czech.... | 65,000 | 8–60 | 510 x 360 mm.... | Well-to-do. |
| Narodni Osvoboseni | 1924 | MD—Czech..... | 90,000 | 16 | 32 x 47 cm..... | Intelligentsia. |
| Narodni Politika | 1882 | MD*..... | 145,000 | ..... | ..... | All classes. |
| Neue Morgenpost | 1908 | MD—German.... | 25,000 | 6–8 | 360 x 420 mm.... | Tradesmen. |
| Novy 28 Rijen | 1919 | ED*—Czech..... | 18,000 | 4–6 | 32 x 48 cm..... | Higher class. |
| Prager Presse | 1921 | MD ED*—Ger... | 30,000 | 12–20 | 415 x 280 mm.... | Commercial. |
| Prager Tagblatt (U. S. 10) | 1875 | MD—German... | 50,000 | 18–30 | 325 x 470 mm.... | Middle classes. |
| Prazsky Vecernik | 1917 | MD*—Czech.... | 12,000 | 6 | 315 x 220 mm.... | Catholics. |
| Sozialdemokrat | 1921 | MD—German... | 11,800 | 12 | 290 x 420 mm.... | Social democrats. |
| Vecer | 1917 | ED*—Czech..... | 45,000 | 4 | 466 x 310 mm.... | All classes. |
| Vecerni Ceske Slovo | 1907 | ED—Czech..... | 208,000 | 6 | 420 x 280 mm.... | All classes. |

## DENMARK

### COPENHAGEN

| | | | | | | |
|---|---|---|---|---|---|---|
| B. T. | 1915 | ED—Danish..... | 36,065 | 20 | 10½ x 15½"..... | All classes. |
| Berlingske Tidende (U. S. 4) | 1749 | MD—Danish..... | 87,216 | 20 | 360 x 150 mm.... | General. |
| Berlingske Tiende (U. S. 4). | 1749 | ED—Danish..... | 25,217 | 8–10 | 360 x 150 mm.... | General. |
| Borsen | 1895 | MD..... | 3,500 | 8 | 16 x 21½"..... | Business men. |
| Dagens Nyheder (U. S. 6). | 1887 | MD..... | 51,287 | 18 | 14 x 21"..... | Conservatives. |
| Social-Demokraten | 1871 | MD—Danish.... | 66,000 | 12 | 341 x 532 mm.... | Workers. |
| Politiken | 1883 | MD..... | 79,040 | 16 | 15½ x 22¼"..... | All classes. |

## FINLAND

### HELSINGFORS (HELSINKI)

| | | | | | | |
|---|---|---|---|---|---|---|
| Finlands Allmanna Tidning | .... | MD-exS—Swedish | 700 A | ..... | ..... | ..... |
| Helsingin Sanomat | 1890 | MD*—Finnish... | 60,000 | 10–28 | 57 x 45 cm..... | All classes. |
| Hufvudstadsbladet | 1864 | MD*—Swedish... | 40,000 | 14 | 550 x 400 mm.... | All classes. |
| Ajan Sana | 1930 | Finnish..... | 12,000 | ..... | ..... | ..... |
| Kauppalehti | 1898 | MD-exS—Finnish | 5,000 A | ..... | ..... | ..... |
| Suomenmaa | 1930 | MD-exMon—Finnish..... | 12,000 A | ..... | 500 x 400 mm.... | Farmers. |
| Suomen Sosialidemokraatti. | 1918 | ED*—Finnish.... | 35,000 | 8 | 55 x 40 cm..... | Workers, farmers. |
| Suomen Virallinen Lehti | .... | MD-exS—Finnish | 1,300 | ..... | ..... | ..... |
| Svenska Pressen | 1883 | ED*—Swedish... | 7,000 | 4 | 550 x 400 mm.... | Swedish. |
| Uusi Suomi | 1847 | MD*—Finnish... | 58,200 | 12–28 | 399 x 510 mm.... | All classes. |

# FRANCE

(Prepared especially for Editor & Publisher International Year Book)

| Newspaper | Circ. | Line Rates in Francs: Announces (Classified) | Line Rates in Francs: Reclames (Display) |
|---|---|---|---|
| **ABBEVILLE (Pop. 19,335)** | | | |
| Pilote | 18,500 | Frs. 1.50 | Frs. 2.00 |
| **AGEN (Pop. 24,939)** | | | |
| Independent | 8,000 | 1.75 | 2.25 |
| **AJACCIO (Pop. 23,917)** | | | |
| Nouvelle Corse | 5,000 | 0.75 | 1.50 |
| **ALBI (Pop. 29,531)** | | | |
| Progres | 10,000 | 1.25 | 1.25 |
| **ALGER (Pop. 226,218)** | | | |
| Depeche & Echo | 120,000 | 8.00 | 15.00 |
| Algerie | 6,000 | 1.50 | 3.00 |
| Presse Libre | 35,000 | 3.00 | 5.50 |
| **ALTKIRCH (Pop. 3,680)** | | | |
| Journal (German) (Combination rates with Echos de la Vallee (Munster) and Voix du Rhin (Neuf Briasch). | 7,000 | 2.40 | 5.00 |
| **AMIENS (Pop. 90,211)** | | | |
| Progres | 70,198 | 2.50 | 5.00 |
| **ANGERS (Pop. 85,602)** | | | |
| Petit Courrier | 52,000 | 3.00 | 5.00 |
| Messager & Republicain | 12,000 | 1.50 | 2.25 |
| Progres & Ami | 20,000 | 1.50 | 2.25 |
| **ARGENTON (Pop. 5,800)** | | | |
| Journal (Combination rates with Progres (Chateauroux) and Journal (Issoudun).) | 3,000 | 1.20 | 1.80 |
| **ARRAS (Pop. 29,490)** | | | |
| Avenir | 3,500 | 1.50 | 2.00 |
| Courrier | 15,000 | 3.00 | 5.00 |
| Pas de Calais | 42,000 | 3.00 | 5.00 |
| **AUCH (Pop. 12,567)** | | | |
| Republique | 11,000 | 1.00 | 1.50 |
| **AUXERRE (Pop. 22,900)** | | | |
| Bourguignon | 28,747 | 2.00 | 4.00 |
| **BAYONNE (Pop. 31,727)** | | | |
| Courrier | 8,000 | 1.50 | 2.25 |
| Sud Ouest | 7,000 | 1.00 | 1.75 |
| **BEAUME (Pop. 11,862)** | | | |
| Journal | 6,000 | 1.50 | 2.00 |
| **BEAUVAIS (Pop. 18,738)** | | | |
| Republique | 30,000 | 1.00 | 2.00 |
| **BELFORT (Pop. 42,511)** | | | |
| Frontiere | 20,000 | 2.00 | 3.00 |
| Republique | 35,000 | 3.00 | 6.00 |
| **BESANCON (Pop. 60,367)** | | | |
| Petit Comtois | 25,000 | 2.50 | 4.50 |
| Eclair Comtois | 18,000 | 2.00 | 4.00 |
| **BIARRITZ (Pop. 22,955)** | | | |
| La Gazette | 12,000 | 1.75 | 2.50 |
| **BLOIS (Pop. 24,607)** | | | |
| Republicain | 8,000 | 1.50 | 2.00 |
| Independant | 6,000 | 0.90 | 1.25 |
| Republique | 6,000 | 0.90 | 1.25 |
| **BORDEAUX (Pop. 262,990)** | | | |
| France | 221,667 | 9.00 | 12.00 |
| Liberte | 83,000 | 4.00 | 6.00 |
| Petite Gironde | 305,000 | 12.00 | 16.00 |
| **BOULOGNE S/MER (Pop. 51,854)** | | | |
| Telegramme | 80,000 | 3.00 | 7.00 |
| **BOURG (Pop. 23,117)** | | | |
| Courrier | 18,000 | 2.00 | 3.00 |
| **BOURGES (Pop. 45,067)** | | | |
| Depeche | 45,000 | 1.50 | 3.00 |
| Semaine | 22,000 | 2.00 | 3.00 |
| **BREST (Pop. 69,841)** | | | |
| Courrier | 26,200 | 2.00 | 5.00 |
| Depeche | 75,000 | 4.00 | 6.00 |
| **BRIVE (Pop. 26,718)** | | | |
| Republique | 6,200 | 1.00 | 1.25 |
| **CAEN (Pop. 57,528)** | | | |
| Bonhomme | 40,000 | 2.50 | 10.00 |
| Journal | 15,000 | 2.00 | 3.00 |
| **CALAIS (Pop. 70,213)** | | | |
| Petit Calaisien | 13,000 | 1.25 | 2.00 |
| Phare de Calais | ..... | .... | .... |
| **CHALONS S/MARNE (Pop. 32,307)** | | | |
| Journal | 35,000 | 2.00 | 4.00 |
| Union Republicaine | 16,000 | 2.50 | 3.50 |
| **CHALON S/SAONE (Pop. 34,921)** | | | |
| Courrier | 15,000 | 1.50 | 3.00 |
| Progres | 20,000 | 1.50 | 2.50 |
| Petit Chalonnais (Combination rate with Union (Macon).) | 5,000 | 2.00 | 2.75 |
| **CHARLEVILLE (Pop. 20,000)** | | | |
| Journal | 20,000 | 2.00 | 4.00 |
| Petit Ardennais | 50,000 | 3.00 | 4.00 |
| **CHARTRES (Pop. 30,000)** | | | |
| Depeche | 30,000 | 1.75 | 2.75 |
| **CHATEAUROUX (Pop. 26,707)** | | | |
| Journal | 25,000 | 1.50 | 2.00 |
| Progres (Combination rate with Journal (Argenton) and Journal (Issoudun).) | 3,000 | 1.20 | 1.80 |
| **CHATELLERAULT (Pop. 17,704)** | | | |
| Echo | 12,000 | 1.50 | 2.25 |
| **CHAUMONT (Pop. 15,941)** | | | |
| Petit Haut Marnais | 42,000 | 3.00 | 5.00 |
| Petit Champenois | 22,000 | 3.00 | 4.50 |
| **CHERBOURG (Pop. 34,461)** | | | |
| Cherbourg Eclair | 25,000 | 2.00 | 2.50 |
| Cherbourg Reveil | 30,000 | 2.00 | 2.50 |
| Depeche | 6,200 | 1.00 | 1.25 |
| **CHINON (Pop. 5,349)** | | | |
| Touraine | 1,900 | 1.00 | 1.50 |
| **CLAMECY (Pop. 5,434)** | | | |
| Echo | 1,900 | 1.00 | 1.50 |
| **CLERMONT-FERRAND (Pop. 103,143)** | | | |
| Avenir | 50,000 | 3.00 | 5.00 |
| Avenir du Dimanche | 35,000 | 1.65 | 4.00 |
| Moniteur | 41,862 | 4.50 | 5.00 |
| Moniteur du Dimanche | 30,000 | 4.50 | 5.00 |
| La Montagne | 50,000 | 3.00 | 5.00 |
| **CONSTANTINE (Pop. 104,902)** | | | |
| Depeche | 28,000 | 2.50 | 5.00 |
| **COUTANCES (Pop. 6,401)** | | | |
| Journal | 3,000 | 1.00 | 1.25 |

(*Continued on page* 219)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 218*)

### FRANCE—Continued

| Newspaper | Circ. | Line Rates in Francs: Announces (Classified) | Reclames (Display) |
|---|---|---|---|
| **DIEPPE (Pop. 25,117)** | | | |
| Eclaireur | 4,800 | 0.75 | 1.25 |
| Vigie | 18,000 | .... | .... |
| **DIJOHN (Pop. 90,860)** | | | |
| Progres | 50,000 | 3.00 | 6.00 |
| Bien Public | 25,700 | 2.00 | 4.00 |
| **DOLE (Pop. 18,066)** | | | |
| Action Jurassienne | 7,500 | 1.50 | 3.00 |
| Vie Doloise | 4,750 | 2.00 | 4.50 |
| (Combination rate with L'Abeille (Arbois).) | | | |
| **DOMFRONT (Pop. 3,894)** | | | |
| Publicateur | 12,000 | 1.50 | 2.00 |
| **DUNKERQUE (Pop. 31,763)** | | | |
| Nord Maritime | 15,000 | 3.00 | 4.50 |
| **EPERNAY (Pop. 20,381)** | | | |
| Reveil | 6,000 | 1.00 | 1.50 |
| **EVREUX (Pop. 19,315)** | | | |
| Journal | 10,300 | 1.00 | 2.00 |
| **FECAMP (Pop. 17,263)** | | | |
| Memorial | 4,500 | 0.60 | 1.00 |
| **FOIX (Pop. 6,279)** | | | |
| Avenir | 1,000 | 0.75 | 1.00 |
| **FORBACH (Pop. 11,491)** | | | |
| Echo (German) | 15,000 | 0.60 | 1.50 |
| **GRENOBLE (Pop. 90,748)** | | | |
| Petit Dauphinois | 200,000 | 11,00 | 18.00 |
| La Depeche | .... | .... | .... |
| **GUERET (Pop. 7,890)** | | | |
| Messager | 8,200 | 0.75 | 1.00 |
| **LE HAVRE (Pop. 165,076)** | | | |
| Echo Liberal | 1,300 | 0.50 | 0.60 |
| Havre Eclair | 30,000 | 2.50 | 4.00 |
| Le Petit Havre | 43,000 | 3.50 | 6.00 |
| Journal du Havre | .... | .... | .... |
| **ISSOUDUN (Pop. 11,893)** | | | |
| Journal | 6,000 | 1.20 | 1.80 |
| (Combination rates with Journal (Argenton) and Progres (Chateauroux).) | | | |
| **JOIGNY (Pop. 6,671)** | | | |
| Republicain | 3,000 | 1.00 | 1.25 |
| **LAIGLE (Pop. 5,521)** | | | |
| Nouvelliste | 11,000 | 1.25 | 1.75 |
| **LAVAL (Pop. 27,792)** | | | |
| Le Republicain | 19,000 | 1.50 | 3.00 |
| La Mayenne | 1,200 | 0.75 | 1.00 |
| **LILLE (Pop. 201,568)** | | | |
| Depeche & Nouvelliste | 125,000 | 4.00 | 10.00 |
| Echo du Nord | 248,492 | 7.00 | 18.00 |
| Reveil | 275,392 | 5.00 | 12.00 |
| La Croix | 68,000 | 3.00 | 7.00 |
| **LIMOGES (Pop. 92,577)** | | | |
| Le Courrier | 90,000 | 5.00 | 8.00 |
| **LOCHES (Pop. 4,761)** | | | |
| Lochois | 10,000 | 1.50 | 2.00 |
| **LOUVIERS (Pop. 10,345)** | | | |
| Industriel | 6,300 | 1.00 | 2.00 |
| **LYON (Pop. 579,763)** | | | |
| Lyon Republicain | 200,000 | 6.00 | 12.00 |
| Le Nouvelliste & Nouveau Journal | 292,000 | 10.00 | 18.00 |
| Le Progres | 300,000 | 10.00 | 20.00 |
| **MACON (Pop. 18,496)** | | | |
| L'Union | 32,000 | 2.00 | 2.75 |
| Combination rates with Petit Chalonnais (Chalons Saône.) | | | |
| **LE MANS (Pop. 76,868)** | | | |
| Echo Regional | 55,000 | 3.50 | 6.00 |
| La Sarthe & Le Regional | 58,000 | 3.50 | 6.00 |
| **MARSEILLE (Pop. 800,881)** | | | |
| Petit Marseillais | 300,000 | 10.00 | 12.00 |
| Petit Provencal | 190,000 | 8.00 | 10.00 |
| Radical | 100,000 | 2.50 | 5.00 |
| Soleil | 40,000 | 3.50 | 5.00 |
| Marseille-Matin | 155,000 | .... | .... |
| **MENDE (Pop. 6,056)** | | | |
| Cevenne Republicaine | 3,000 | 1.50 | 2.00 |
| **METZ (Pop. 78,767)** | | | |
| Libre Lorraine (German) | 80,000 | 1.25 | 4.00 |
| Messin | 45,000 | 1.50 | 4.00 |
| Rebublicain Lorrain (German) | 42,735 | 1.25 | 5.50 |
| Metzer Katholisches | 48,500 | 1.25 | 4.00 |
| **MONTARGIS (Pop. 12,850)** | | | |
| Le Gatinais (2 editions) | 40,000 | 2.65 | 3.50 |
| **MONTE CARLO (Pop. 36,000)** | | | |
| Gazette | 12,000 | 3.50 | 4.50 |
| **MONTLUCON (Pop. 41,052)** | | | |
| Le Centre | 15,000 | 1.20 | 2.50 |
| Echo de L'Allier | 4,000 | 1.00 | 1.75 |
| Journal | 3,500 | 1.00 | 1.75 |
| Combat Social | 4,000 | 1.00 | 1.50 |
| **MONTPELLIER (Pop. 86,924)** | | | |
| Eclair | 200,000 | 4.50 | 7.50 |
| Petit Meridional | 200,000 | 6.00 | 8.00 |
| Le Sud | 35,000 | 4.00 | 5.00 |
| **MORLAIX (Pop. 14,073)** | | | |
| Petit Breton | .... | 1.50 | 3.00 |
| **MOULINS (Pop. 22,225)** | | | |
| Courrier | 8,000 | 1.25 | 2.50 |
| Journal | 5,000 | 0.62 | 1.25 |
| Progres | 25,000 | 2.00 | 4.00 |
| Petit Progres | 4,500 | 0.75 | 1.25 |
| **MULHOUSE (Pop. 99,534)** | | | |
| Mulhauser Tagblatt & France de L'Est (German-French) | 50,000 | 3.00 | 7.00 |
| Express | 8,500 | 1.25 | 4.00 |
| **MUNSTER (Pop. 4,641)** | | | |
| Les Echos | 3,000 | 2.40 | 5.25 |
| Combination rates with Journal (Altkirch) and Voix du Rhin (Neufbrisach). | | | |
| **NANCY (Pop. 120,578)** | | | |
| Est Republicain | 135,000 | 6.00 | 12.00 |
| Eclair de L'Est | 72,000 | 4.00 | 7.00 |
| Impartial | 40,000 | 3.00 | 4.00 |
| **NANTES (Pop. 187,343)** | | | |
| Echo | 20,000 | 1.75 | 3.50 |
| Ami de La Verite | 20,000 | .... | .... |
| Express du Dimanche | 40,000 | 2.50 | 4.50 |
| Express de La Vendee | 30,000 | .... | .... |
| Le Phare | 187,343 | 3.00 | 8.50 |
| **NEUBFRISACH (Pop. 2,100)** | | | |
| Voix du Rhin | 3,000 | 2.40 | 5.25 |
| Combination rates with Altkirch-Journal and Les Echos à Munster). | | | |
| **NEVERS (Pop. 31,879)** | | | |
| Paris Centre | 70,000 | 4.00 | 5.00 |
| **NICE (Pop. 219,549)** | | | |
| Eclaireur | 125,000 | 7.00 | 14.00 |
| Eclaireur du Soir | 22,000 | 3.00 | 6.00 |
| Petit Nicois | 50,000 | 5.00 | 12.00 |
| **NIORT (Pop. 25,939)** | | | |
| Memorial | 9,500 | 1.25 | 1.50 |
| **ORAN (Pop. 150,301)** | | | |
| Echo | 85,000 | 2.00 | 4.50 |
| Matin | 3,000 | .... | .... |
| **ORLEANS (Pop. 71,606)** | | | |
| Republicain | 50,000 | 3.00 | 4.50 |
| **PARIS (Pop. 4,887,503, including suburbs)** | | | |
| **Morning Newspapers:** | | | |
| Action Francaise | 80,000 | 10.00 | 15.00 |
| Auto | 450,000 | 18.00 | 22.00 |
| Chicago Tribune | 25,000 | 10.00 | 22.00 |
| Comoedia | 60,000 | 10.00 | 20.00 |
| Continental Daily Mail | 30,000 | 10.00 | 12.00 |
| Depecho Coloniale | 30,000 | 5.00 | 7.00 |
| Echo de Paris | 450,000 | 30.00 | 40.00 |
| Excelsior | 275,000 | 16.00 | 20.00 |
| Figaro | 100,000 | 12.00 | 18.00 |
| France Militaire | 60,000 | 7.80 | 15.60 |
| Humanite | 260,000 | 12.00 | 18.00 |
| Le Jour | 250,000 | 20.00 | 25.00 |
| Journal | 1,200,000 | 36.00 | 46.00 |
| Journee Industrielle | 60,000 | 11.00 | 12.00 |
| Matin | 750,000 | 36.00 | 46.00 |
| New York Herald | 70,000 | 10.00 | 12.00 |
| Oeuvre | 200,000 | 12.00 | 16.00 |
| Petit Journal | 375,000 | 30.00 | 40.00 |
| Petit Parisien | 1,800,000 | 45.00 | 50.00 |
| Quotidien | 600,000 | 18.00 | 24.00 |
| Victoire | 80,000 | 5.00 | 7.00 |
| La Volonte | 80,000 | 12.00 | 18.00 |
| **Evening Newspapers:** | | | |
| La Croix | 240,000 | 15.00 | 24.00 |
| Information | 105,000 | 12.00 | 15.00 |
| Intransigeant | 380,000 | 14.00 | 18.00 |
| Journal des Debates | 35,000 | 10.00 | 15.00 |
| La Liberte | 90,000 | 10.00 | 14.00 |
| Paris Midi | 115,000 | 10.00 | 20.00 |
| Le Temps | 120,000 | 15.00 | 25.00 |
| **Illustrated and Literary Papers:** | | | |
| Les Annales (w) | 110,000 | 13.50 | .... |
| Candide (w) | 420,000 | 15.00 | 18.00 |
| Dimanche Illustre (W) | 529,000 | 30.00 | 35.00 |
| Dimanche Illustre (w). | 529,000 | 30.00 | 35.00 |
| Fantasio (bi-m) | 100,000 | 10.00 | 2,00.00 per page |
| Gringoire (w) | 340,000 | 15.00 | 18.00 |
| Illustration (w) | 200,000 | 41.00 | 41.00 |
| Je Sais Tout (m) | 110,000 | 2,500.00 per page | |
| Lectures Pour Tous (m) | 125,000 | 18.00 | 2,600.00 per page |
| Miroir du Monde (w). | 105,000 | 10.00 | 5,000.00 per page |
| Ric & Rac (w) | 362,000 | 18,00 | 18,000.00 per page |
| Rire (w) | 60,000 | 10.00 | 2,000.00 per page |
| Vie Parisienne (w) | 88,000 | 10.00 | 10.00 |
| **Trade and Business Papers:** | | | |
| Bulletin des Halles (d) | 30,000 | 5.00 | 6.50 |
| Les Echos (w) | 20,000 | 3,500.00 per page | |
| Exportateur Francais (bi-m) | 35,000 | 2,500.00 per page | |
| Journal du Commerce (w) | 8,000 | 580.00 per page | |
| (w) | 30,000 | 5.00 | 8.00 |

### FRANCE—Continued

**PARIS—Continued**

| Newspaper | Circ. | Line Rates in Francs: Announces (Classified) | Reclames (Display) |
|---|---|---|---|
| Moniteur Officiel du Commerce & de L'Industrie (w) | 8,000 | 580.00 per page | |
| La Publicite (m) | 2,000 | 600.00 per page | |
| Reussir (bi-m) | 70,000 | 5,000.00 per page | |
| Tribune des Voyageurs & Representants de Commerce (m) | 37,600 | 870.00 per page | |
| Vendre (m) | 10,000 | 2,000.00 per page | |
| Hotellerie (w) | 40,000 | 5.00 | 8.00 |
| **Industry:** | | | |
| L'Air (bi-m) | 22,000 | 1,800.00 per page | |
| Argus de l'Automobile (w) | 20,000 | 5.00 | 10.00 |
| Batiment (bi-m) | 11,000 | 10.00 | 20.00 |
| Chimie & Industrie | (m) | 6,000 | 7,800.00 per page |
| Officiel de l'Automobile, du Cycle, de la Motocyclette | 20,000 | 2,500.00 pre page | |
| Genie Civil (w) | 6,000 | 340.00 per page | |
| Industrie Chimique (m) | 4,500 | 800.00 per page | |
| Industrie Electrique (bi-m) | .... | 1,800.00 per page | |
| Industrie Textile (m) | 6,000 | 6,000.00 per page (12 pages minimum) | |
| Mines & Carrieres (w) | 3,500 | 400.00 per page | |
| Omnia (m) | 20,000 | 1,900.00 per page | |
| Revue Generale de l'Electricite (m) | 5,000 | 425.00 per page | |
| Revue Industrielle (m) | 8,290 | 1,125.00 per page | |
| Revue des Produits Chimiques (bi-m) | 5,500 | 3,200.00 (6 pages minimum) | |
| Revue Textile (m) | 5,000 | 6,000.00 (12 pages minimum) | |
| Science & Industrie (m) | 5,000 | 2,000.00 per page | |
| Science & La Vie (m) | 150,000 | 2,500.00 per page | |
| Technique Moderne (bi-m) | 14,000 | 1,100.00 per page | |
| Usine (w) | 17,100 | 1,250.00 per page | |
| Vie Automobile (bi-m). | 12,500 | 1,700.00 per page | |
| **PAU (Pop. 38,962)** | | | |
| Independant | 30,000 | 2.50 | 3.50 |
| Patriote | 30,000 | 2.50 | 3.50 |
| **PERIGUEUX (Pop. 33,988)** | | | |
| Avenir | 5,000 | 1.00 | 1.50 |
| **PERPIGNAN (Pop. 73,962)** | | | |
| Independant | 40,000 | 4.00 | 10.00 |
| Verite | 5,000 | 1.00 | 2.00 |
| **POITIERS (Pop. 41,546)** | | | |
| Journal | 15,000 | 2.00 | 3.00 |
| Le Dimanche | 8,000 | 1.50 | 2.50 |
| **PONT A MOUSSON (Pop. 12,646)** | | | |
| Patriote | 2,000 | 1.50 | 2.00 |
| **PONT AUDEMER (Pop. 5,953)** | | | |
| Echo Liberal | 10,000 | 1.20 | 2.00 |
| **REIMS (Pop. 112,820)** | | | |
| Eclaireur de l'Est | 85,000 | 4.00 | 7.00 |
| Nord Est | 40,000 | 3.00 | 5.00 |
| **RENNES (Pop. 88,659)** | | | |
| Ille & Vilaine | .... | 1.50 | 3.00 |
| Nouvelliste | 73,000 | 4.00 | 7.00 |
| Ouest Eclair | 230,000 | 10.00 | 20.00 |
| Ouest Journal | 95,000 | .... | .... |
| **ROANNE (Pop. 40,502)** | | | |
| Journal | 18,000 | 1.50 | 2.00 |
| Union | 24,000 | 1.25 | 1.75 |
| **LA ROCHELLE (Pop. 45,043)** | | | |
| Courrier | 6,000 | 1.50 | 2.25 |
| Echo | 10,000 | 1.50 | 2.00 |
| **ROCHE S/YON (Pop. 15,247)** | | | |
| Etoile | 25,000 | 1.00 | 1.50 |
| **ROUBAIX (Pop. 117,190)** | | | |
| Journal (U. S. 10) | 100,000 | 5.00 | 12.00 |
| **ROUEN (Pop. 122,957)** | | | |
| Journal | 120,000 | 3.50 | 8.00 |
| Depeche | 40,000 | 3.00 | 6.00 |
| **SAINT BRIEUC (Pop. 28,320)** | | | |
| Electeur | 15,000 | 1.00 | 1.50 |
| Moniteur | 10,000 | 2.00 | 4.00 |
| **SAINT ETIENNE (Pop. 191,000)** | | | |
| Avenir | 17,000 | 1.75 | 2.00 |
| Tribune | 200,000 | 10.00 | 22.00 |
| Loire Republicaine | .... | .... | .... |
| Memorial | 60,000 | 7.00 | 15.00 |
| **SAINT L O (Pop. 10,985)** | | | |
| Messager | 13,000 | 1.00 | 2.00 |
| **SAINTES (Pop. 20,592)** | | | |
| Independant | 6,000 | 1.50 | 1.75 |
| **SAUMUR (Pop. 16,532)** | | | |
| Bonhomme | 4,750 | 1.00 | 1.50 |
| **SOISSONS (Pop. 18,705)** | | | |
| Argus | 13,500 | 1.50 | 2.25 |
| **STRASBOURG (Pop. 181,465)** | | | |
| Dernieres Nouvelles | 140,400 | 5.00 | 12.00 |
| Journal | 35,000 | 1.75 | 6.00 |
| Elsasser Bote | 78,000 | 3.50 | 8.50 |
| **TARBES (Pop. 32,374)** | | | |
| Republicain | 12,000 | .... | .... |
| Semeur | 3,000 | 0.80 | 1.00 |
| Semeur du Dimanche | 7,000 | 0.80 | 1.00 |
| **TOULON (Pop. 133,263)** | | | |
| Petit Var | 64,650 | 4.00 | 5.00 |
| Republique | 6,000 | 2.00 | 2.50 |
| **TOULOUSE (Pop. 194,564)** | | | |
| Depeche | 230,824 | 10.00 | 15.00 |
| Express | 120,000 | 5.00 | 7.00 |
| **TOURS (Pop. 78,585)** | | | |
| Depeche | 90,000 | 3.00 | 6.00 |
| Touraine | 18,000 | 2.00 | 3.00 |
| **TROYES (Pop. 58,804)** | | | |
| Petit Troyen | 30,000 | 1.50 | 3.00 |
| Tribune | 35,000 | 1.95 | 3.00 |
| **VERDUN (Pop. 16,540)** | | | |
| Bulletin | 9,300 | 1.75 | 2.50 |
| **VESOUL (Pop. 11,562)** | | | |
| Union | 24,000 | 2.00 | 3.00 |
| **VICHY (Pop. 22,207)** | | | |
| Depeche | 5,000 | 1.50 | 2.00 |
| Semaine | 5,000 | 1.25 | 2.00 |
| **YVETOT (Pop. 7,132)** | | | |
| Reveil | 6,250 | 0.75 | 1.00 |

## FREE CITY OF DANZIG

| Name of Paper | Estab | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appea |
|---|---|---|---|---|---|---|
| Danziger Allgemeine Zeitung | 1848 | ED* | 6,100 | 8 | 450 x 310 mm | Middle classes. |
| Danziger Landes Zeitung | 1873 | ED* | 13,500 | 10 | 460 x 340 mm | Middle-Catholic. |
| The Danziger Neueste Nachrichten | 1894 | ED* | 70,000 A | 16 | 51 x 34.5 cm | Educated classes. |
| Danziger Volkstimme | 1906 | ED* | 18,000 | 12 | 45 x 27.5 cm | Laboring classes. |

## GERMANY

### BERLIN

| Name of Paper | Estab | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appea |
|---|---|---|---|---|---|---|
| Allgemeine Zeitung | 1921 | MD ED | 60,000 | 10 | 580 x 420 mm | Conservative. |
| Berliner Nachtausgabe | 1924 | ED | 180,000 | 16 | 425 x 280 mm | Middle class. |
| Berliner Blatt | 1896 | ED | 22,000 | 8–10 | 280 x 410 mm | Middle class. |
| Der Berliner Westen | 1900 | MD | 25,000 | ..... | ..... | Independent. |
| Boersen Zeitung | 1855 | MD ED | 42,500 | 16 | 478 x 335 mm | Financiers. |
| Boersen-Courier | 1867 | MD ED | 25,000 | 10 | 280 x 420 mm | All classes. |
| "B-Z am Mittag" | 1877 | MD | 190,000 | 16 | 280 x 414 mm | All classes. |
| Deutsche Allgemeine Zeitung | 1861 | MD ED | ..... | ..... | ..... | Independent. |
| Germania | 1870 | MD ED | 40,000 | 8 | 280 x 410 mm | Catholic. |
| Lokal-Anzeiger | 1882 | MD ED | 250,000 | 16 | 280 x 425 mm | All classes. |
| Morgenpost | 1899 | MD | 614,000 | 16 | 280 x 414 mm | All classes. |
| Neue Berliner Zeitung | 1919 | MD | 30,000 | 12 | ..... | Democratic. |
| Neue Preussische Kreuz-Zeitung | 1847 | MD ED | 6,500 | 12 | 280 x 410 mm | Rich. |
| Die Rote Fahne | 1918 | MD (E) | 90,000 | 14 | 280 x 410 mm | Communistic. |
| Taegliche Rundschau | 1881 | MD ED | 30,000 | 16 | 280 x 410 mm | All classes. |
| Der Tag | 1900 | ED | 100,000 | ..... | 425 x 280 mm | National. |
| Taegblatt | 1871 | MD ED | ..... | 16 | 281 x 412 mm | All classes. |
| Tagesseitung | 1893 | MD ED | 20,000 | 10 | 280 x 410 mm | Farmers. |
| Tempo | 1928 | MD | 140,000 | ..... | ..... | Independent. |
| Ubr Abendblatt | 1847 | ED | 60,000 | 14 | 280 x 410 mm | All classes. |
| Vorwaerts | 1883 | MD ED | 82,000 | 14 | 280 x 410 mm | Social Democrats. |
| Vossische Zeitung | 1704 | MD ED (E) | 79,660 | 16 | 280 x 410 mm | All classes. |
| Die Welt am Abend | 1922 | MD (E) | 150,000 | ..... | ..... | Left. |
| Zeitung | 1895 | MD ED | 80,000 | 16 | 280 x 410 mm | Nationalist. |

### BREMEN

| Name of Paper | Estab | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appea |
|---|---|---|---|---|---|---|
| Arbeiter-Zeitung | 1921 | ED | 11,000 | 10 | 430 x 270 mm | Laborers. |
| Bremer Nachrichten | 1743 | MD | 67,000 | 12 | 480 x 317 mm | All circles. |
| Volkszeitung | 1890 | ED | 15,000 | 12 | 430 x 218.5 mm | ..... |

(*Continued on page 220*)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 219*)

## GERMANY—Continued

### COLOGNE

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Tageblatt | 1863 | MD ED | 33,000 | 12 | 420 x 280 mm | Middle classes. |
| Volkszeitung | 1880 | MD ED | 25,000 | 4 | 533 x 375 mm | Catholic. |
| Zeitung | 1860 | MD ED | 60,000 | 12 | 545 x 383 mm | Wealthy. |
| Rheinische Volkswacht | 1885 | ED | 33,000 | 22 | 283 x 420 mm | All classes. |
| Lokalanzeiger | 1891 | ED* | 40,500 | 12 | 425 x 270 mm | Working classes. |
| Stadtanzeiger fuer Koeln. und Umgebung | 1876 | MD ED | 140,000 | 30 | 430 x 280 mm | Middle classes. |

### DRESDEN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Anzeiger | 1730 | MD ED | 61,000 A | 12 | 31.5 x 49.5 cm | Industrial. |
| Nachrichten | 1856 | MD ED | 37,000 | 20 | 31.5 x 48 cm | Industrial. |
| Neueste Nachrichten | 1893 | ED* | 141,000 | 16 | 71.5 x 51.5 cm | Industrial. |
| Volkszeitung | 1879 | ED* | 40,000 A | 16 | 28 x 43.4 cm | Family paper. |
| Saechsische Volkszeitung | 1900 | ED | 11,500 | 18 | 31.5 x 49.5 cm | Family paper. |

### DUESSELDORF

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Nachrichten | 1876 | MD ED | 100,000 | 32 | 295 x 420 mm | All classes. |
| Stadt Anzeiger | 1926 | MD* | 68,000 | 18 | 530 x 375 mm | Good middle. |
| Tageblatt | 1867 | MD* | 25,000 | 16 | 420 x 290 mm | Catholic. |
| Der Mittag | 1920 | ED* | 70,000 | 14 | 530 x 375 mm | Good middle. |

### FRANKFORT-ON-MAIN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Nachrichten | 1722 | MD | 34,500 A | 12 | 430 x 280 mm | Middle classes. |
| Zeitung | 1856 | MD ED | 68,000 | 8–20 | 530 x 350 mm | General. |
| General Anzeiger | 1876 | ED | 135,000 | 16–30 | 478 x 330 mm | Middle class. |
| Volkszeitung | 1870 | MD | 30,000 | 8–12 | 488 x 320 mm | Catholics. |
| Volkstimme | 1889 | ED | 45,000 A | 14 | 415 x 280 mm | Working classes. |

### HAMBURG

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Anzeiger | 1887 | ED* | 149,000 | 14–30 | 40 x 34 cm | All classes. |
| Echo | 1875 | ED* | 60,000 A | 8–20 | 520 x 365 mm | Middle classes. |
| Fremdenblatt | 1828 | MD | 150,000 | 36 | 520 x 365 mm | Better classes. |
| Nachrichten | 1792 | MD ED | 32,000 | 20 | 520 x 376 mm | General. |
| Neueste Nachrichten | 1897 | MD* | 46,000 | 14 | 420 x 295 mm | Middle classes. |
| Acht Uhr Abendblatt | 1921 | ED* | 30,000 | 12–44 | 420 x 280 mm | Good class. |
| Volkszeitung | 1918 | ED* | 42,000 A | 8–12 | 520 x 365 mm | Workers. |

### LEIPZIG

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Abendpost | .... | D | 30,000 | ..... | 440 x 290 mm | ..... |
| Neueste Nachrichten | 1892 | D | 180,000 | ..... | 440 x 290 mm | ..... |
| Volkszeitung | .... | D | 40,000 | ..... | 425 x 288 mm | ..... |
| Neue Zeitung | .... | D | 125,000 | 16 | 420 x 300 mm | ..... |
| Saechsische Arbeiterzeitung | .... | D | 30,000 | ..... | 425 x 290 mm | ..... |

### MUNICH

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Bayerische Zeitung | 1892 | MD* | 55,000 A | 6–12 | 460 x 324 mm | Better middle. |
| Bayerischer Kurier | 1856 | MD* | 35,000 | 10–24 | 470 x 300 mm | Catholic. |
| Augsburzer Abendzeitung | 1609 | ED* | 30,000 A | 20–30 | 420 x 293 mm | Better middle. |
| Nachrichten | 1848 | MD* | 140,000 | 24–30 | 465 x 350 mm | General paper. |
| Post | 1885 | MD* | 35,000 A | 8–30 | 405 x 290 mm | Workmen. |
| Zeitung | 1892 | MD* | 110,000 | 16–32 | 460 x 324 mm | Better middle. |
| Neue Freie Volkszeitung | 1872 | MD* | 30,000 | 14–16 | 420 x 270 mm | General. |
| Neues Tageblatt | 1876 | MD* | 45,000 | 8–16 | 470 x 360 mm | Catholic. |

### NUREMBERG

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Fraenkischer Kurier | 1833 | MD* | 60,000 A | 16–32 | 460 x 320 mm | Better classes. |
| Zeitung | 1804 | MD* | 80,000 | 16–30 | 425 x 280 mm | General. |

## GREECE

### ATHENS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Akropolis | 1881 | MD—Greek (E) | 29,000 | 8 | 17 x 24⅝" | All classes. |
| Eleftheron Vima (U. S. 14) | 1922 | MD—Greek (E) | 26,000 | 4–6 | 16 x 24" | All classes. |
| Elliniki | 1924 | MD—Greek (E) | 33,000 | 8 | 17 x 26" | All classes. |
| Empros (Forward) | 1896 | MD—Greek (E) | 16,000* | 4–6 | 15½ x 22" | Middle class. |
| Eleftheros | 1930 | MD—Greek | 65,000* | 8 | ..... | Middle class. |
| Esperini | 1900 | ED—Greek (E) | 8,500 | 6–8 | 14¼ x 18" | Middle class. |
| Estia (U. S. 14) | 1876 | ED—Greek | 14,500 | 4 | 15 x 20½" | Upper middle class. |
| Ethnos | 1913 | ED—Greek | 30,000* | 4–6 | 15½ x 22" | Upper middle class. |
| Hahgtanak | 1924 | MD—Armenian | 1,000 A | 4 | 12¼ x 17¾" | Commercial and working classes. |
| Helleniki | 1924 | MD—Greek | 11,500 | 4–6 | 15¼ x 24¼" | Working and middle classes. |
| Imerisios Typos | 1927 | MD—Greek | 18,500 | 8 | 17 x 24" | All classes. |
| Kathimerini | 1918 | MD—Greek | 13,500 | 4–6 | 15¾ x 22½" | Middle class. |
| Le Messager d'Athenes | 1875 | MD—French | 4,000* | 4 | 13 x 20" | European. |
| Nor Or | 1923 | MD—Armenian | 3,500 A | 4 | 12¼ x 17½" | Armenian colony. |
| Patrias | 1927 | MD—Greek | 22,000 | 8 | 17 x 23½" | All classes. |
| Proeeia | 1925 | MD—Greek | 31,000 | 8 | 17 x 23" | Commercial. |
| Risospastis | 1917 | MD—Greek | 12,000 | 4 | 15 x 21" | Labor. |
| Vradyni | 1920 | MD—Greek | 9,500 | 6 | 14 x 20½" | All. |
| Eleftheron Anthropos | 1930 | MD—Greek | 25,500 | 8–12 | ..... | Middle class. |

### CANDIA (Crete)

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Nea Efimeris | 1910 | MD—Greek | 8,500* | 4 | 13 x 21¼" | All classes. |

### CANEA (Crete)

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Esperinos Tachydromos | 1914 | ED—Greek | 2,000<br>1,700 A | 4 | 10½ x 16¾" | All classes. |
| Kyrix | 1897 | ED—Greek | 2,000<br>1,600 A | 4 | 10 x 16¼" | All classes. |

### CAVALLA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Kyrix | 1926 | MD—Greek | 1,500<br>1,200 X | 4 | 12½ x 18½" | General public, medium class. |
| Simala | 1908 | MD—Greek | 1,200<br>1,200 X | 4 | 12½ x 18½" | All classes. |

### PIRAEUS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Chronographos | 1897 | MD—Greek | 4,500 A | 4 | 13¼ x 18¾" | Commercial. |
| Simaia | 1917 | ED—Greek | 8,000 A | 4 | 13 x 19½" | Workers, seamen. |
| Sfaira | 1880 | MD—Greek | 3,000 A | 4 | 14 x 20¼" | Workers, seamen. |
| Tharros | 1913 | ED—Greek | 1,900 A | 4 | 13 x 17¼" | Workers, seamen. |

### SALONIKI

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Avanti, Organe de l'Organisation Communiste | 1907 | MD—Judeo-Spanish | 5,000* | 4 | 17 x 23½" | Communist. |
| Efimeris ton Valkanion | 1918 | MD—Greek | 3,500 X | 4 | 23½ x 17¼" | Laborers. |
| Independant | 1887 | ED—French | 10,000* | ..... | 21 x 14½" | High and medium class. |
| Makedonia | 1908 | MD—Greek | 9,000 X | 4–8 | 23½ x 18½" | All classes. |
| Makedonika Nea | 1923 | MD—Greek | 7,000 X | 4–8 | 17¼ x 16½" | All classes. |
| Nea Alithia | 1903 | ED—Greek | 7,500 X | 4–6 | 23½ x 17¼" | Urban. |
| Nor Alik | 1924 | MD—Armenian | 800 X | 4 | 21 x 12½" | Communist Armenian. |
| Opinion | 1912 | MD—French | 3,000* | 4 | 20¾ x 14¼" | High and middle. |
| Phos | 1914 | MD—Greek | 12,500 X | 4–6 | 24½ x 17¼" | All classes. |
| Progress | 1924 | MD—French | 7,800* | 4 | 22 x 15¼" | High and middle. |
| Puevlo | 1917 | ED—Judeo-Spanish | 3,500* | 4 | 20½ x 14¼" | Middle class Jews. |
| El Tiempo | 1908 | MD—Judeo-Spanish | 5,000* | 4 | 22 x 16½" | Middle class. |
| Verdad | 1920 | MD—Judeo-Spanish | 2,000 X | 4 | 18¾ x 12¼" | Middle class. |

### VOLOS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Simala | 1925 | MD—Greek | 4,500 A | 4 | 13 x 20¾" | All classes. |
| Thessalia (U. S. 14) | 1896 | MD—Greek | ..... | ..... | 12½ x 17½" | All classes. |

## HUNGARY

### BUDAPEST

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Az Est | 1910 | ED*—Hungary | 160,000 | 16–20 | 22.4 x 36 cm | All classes. |
| Budapesti Hirlap | 1881 | D—Hungary | 35,000 | 16–32 | 26.8 x 41 cm | Intellectuals. |
| Friss Ujsag | 1894 | MD—Hungary | 80,000 | 8–16 | 24 x 36 cm | Laborers. |
| Magyarsag | 1921 | D—Hungary | 50,000 | 16–18 | 26 x 41.1 cm | High class. |
| Magyarorszag | 1893 | ED—Hungary | 90,000 | 20–24 | 22.4 x 36 cm | All classes. |
| Nemzeti Ujsag | 1919 | D—Hungary | 45,000 | 16–24 | 28 x 41 cm | Middle class. |
| Nepszava | 1872 | D—Hungary | 70,000 | 12–24 | 23.4 x 35 cm | Laborers. |
| 8 Orai Ujsag | 1915 | ED—Hungary | 44,000 | 12–16 | 26 x 41 cm | All classes. |
| Pesti Hirlap | 1878 | D—Hungary | 120,000 | 24–32 | 24 x 36 cm | All classes; national circulation. |
| Pesti Naplo | 1849 | DN—Hungary | 120,000 | 24–72 | 22.8 x 35.5 cm | All classes. |
| Uj Lap | 1901 | ED—Hungary | 20,000 | 6–8 | 32 x 50 cm | Labor class. |
| Ujsag | 1901 | MDNHungary | 100,000 | 16–48 | 28 x 41 cm | Middle class. |

## ITALY

### BOLOGNA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| L'Avvenire, d'Italia | 1892 | MD—Italian | 40,000 A | 8 | 23½ x 17¼" | Catholic. |
| Il Carlino della Sera | .... | ED—Italian | 20,000 A | 6 | 23 x 16½" | General public. |
| Resto del Carlino | 1885 | MD—Italian | 100,000 A | 8 | 23 x 16½" | General. |

### FLORENCE

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Nazione | 1859 | MD—Italian | 80,000 | 8 | 22¾ x 16¼" | General public. |
| Nuovo Giornale | 1905 | ED—Italian | 30,000 | 6 | 22¾ x 16¼" | General public. |

### GENOA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Caffaro | 1875 | MD—Italian | 30,000 | 6 | 15¼ x 21¼" | General. |
| Il Cittadino | 1872 | MD—Italian | 30,000 | 6 | 16¼ x 22" | Low class. |
| Giornale di Genova | 1922 | MD—Italian | 60,000 | 6 | 16½ x 22" | Good general class. |
| Il Secolo | 1884 | MD—Italian | 60,000 | 6 | 16⅝ x 21¾" | Good. |

### MILAN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| L'Ambrosiano | 1922 | MD—Italian | 110,000 A | 6–8 | 58 x 49 cm | Better classes. |
| Corriere Della Sera | 1875 | MD—Italian | 400,000 R | 6–8 | 23½ x 17" | All classes. |
| Il Secolo, La Sera | 1866 | ED—Italian | 90,000 | 6 | 23 x 16½" | All classes. |

### NAPLES

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Corriere di Napoli | 1878 | ED—Italian | 25,000 | 4 | 16 x 23" | General public. |
| Il Mattino | 1891 | MD—Italian | 130,000 | 6 | 16 x 23" | General. |
| Il Mezzogiorno | 1917 | MD—Italian | 80,000 | 6 | 17 x 23" | General. |
| Roma | 1865 | ED—Italian | 60,000 | 6 | 16 x 23" | General public. |

### PALERMO

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Giornale di Sicilia | 1860 | MD ED—Italian | 60,000 | 6 | 17 x 24" | All. |
| Giornale L'Ora | 1899 | MD ED—Italian | 25,000 A | 6 | 17½ x 23¾" | All. |
| Sicilia Nuova | 1924 | MD ED—Italian | 12,000 | 6 | 17 x 23" | All. |

### ROME

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Il Giornale d'Italia | 1900 | ED*—Itálian | 80,000 A | ..... | 415 x 575 mm | General. |
| Il Lavoro Fascista | 1926 | MD—Italian | 70,000 | 6–10 | 34 x 60 cm | All classes. |
| Il Messaggero | 1878 | MD*—Italian | 150,000 R | ..... | 550 x 400 mm | General. |
| Il Piccolo | 1911 | ED*—Italian | 80,000 R | ..... | 415 x 575 mm | All classes. |
| Il Popolo di Roma | 1923 | MD*—Italian | 50,000 R | ..... | 415 x 575 mm | All classes. |
| Il Tevere | 1923 | ED*—Italian | 30,000 R | ..... | 410 x 595 mm | All classes. |
| La Tribuna | 1882 | ED*—Italian | 75,000 R | ..... | 530 x 385 mm | All classes. |

### TRIESTE

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Il Piccolo | 1881 | MD—Italian | 80,000 | 6 | 59½ x 42½ cm | All classes. |
| Il Piccolo della Sera | 1881 | ED—Italian | 40,000 | 4 | 59½ x 42½ cm | All classes. |
| Il Popolo di Trieste | 1919 | MD—Italian | 30,000 | 6 | 60 x 40 cm | Industrial. |

### TURIN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Gazetta del Popolo | 1848 | MD ED—Italian | 150,000 | 8 | 17 x 21" | All classes. |
| La Stampa | 1866 | MD ED—Italian | 200,000 | 8 | 17 x 21" | All classes. |

### VENICE

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Gazetta di Venezia | 1742 | MD—Italian | 40,000 R | 16 | 16½ x 22¾" | Good. |
| Il Gazettino | 1887 | MD—Italian | 100,000 | 6 | 22 x 16" | Labor. |

## LATVIA

### RIGA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Briva Zeme (Free Country) | .... | Daily—Lettish | 16,000 | ..... | ..... | Rural. |
| Jaunakas Zimas | 1911 | ED—Lettish | 150,000 | 12 | 12½ x 18½" | Middle class. |
| Latvis | .... | Daily—Lettish | 6,000 | ..... | ..... | Conservative. |
| Pedeja Bridi (The Last Moment) | .... | Daily—Lettish | 11,000 | ..... | ..... | Middle class. |
| Rigasche Rundschau | 1868 | ED—German | 12,000 | 8–10 | 13¾ x 21" | Jewish & business. |
| Sevodnia (To-Day) | .... | Daily—Russian | 20,000 | ..... | ..... | Russian. |
| Socialdemokrats | .... | Daily—Lettish | 8,000 | ..... | ..... | Radical. |

### LIBAU

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Kurzemes Vards | 1917 | ED—Lettish | 7,000 | 6 | 15¼ x 21¼" | Provincial. |
| Libausche Zeitung | .... | Daily—German | 4,000 | ..... | ..... | Foreigners. |

## LITHUANIA

### KAUNAS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Lietuvos Aidas | 1919 | ED—Lithuanian (E) | 28,000 | 4 | 20 x 13¾" | Semi-official. |
| Lueva | 1919 | ED—Lithuanian (E) | 10,000 X | 6 | 18½ x 12½" | Business. |
| Lietuvos Zinios | 1909 | ED—Lithuanian (E) | 6,000 X | 4 | 12½ x 19" | All classes. |
| Yiddische Stimmel | 1918 | ..... | ..... | ..... | ..... | ..... |

### MEMEL

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Memeler Dampfboot | 1849 | ED—German | 24,000 | 8 | 14½ x 19½" | Intellectuals. |

## MALTA

### VALETTA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Chronicle | 1880 | MD—English | 6,000 | 18–20 | 16¾ x 11¾" | General. |
| Malta | 1883 | ED—Italian | 1,000 | 4 | 23¾ x 17" | Maltese & Italians. |
| Herald | 1904 | ED—Eng. & Ital. | 3,500 | 6–8 | 20 x 15" | General. |

## NETHERLANDS

### AMSTERDAM

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Algemeen Handelsblad (U. S. 15) | .... | D—Dutch | ..... | ..... | ..... | ..... |
| De Courant-Het Nieuws Va Den Dag (U. S. 8) | 1803 | ED—Dutch | 257,000 | 10–12 | 16¼ x 21½" | General. |
| De Telegraaf (U. S. 8) | 1892 | MD ED—Dutch | 119,000 | 10–12 | 16¼ x 21½" | General. |
| Het Volk | .... | ED—Dutch | ..... | ..... | ..... | Social-Democrats. |
| De Standard (U. S. 10) | 1872 | ED—Dutch | 30,000 | 12 | 18 x 23½" | Middle. |
| De Amsterdammer (U. S. 10) | .... | ED—Dutch | 27,000 | 12 | 18 x 23½" | Conservatives. |

### THE HAGUE

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| De Avondpost | 1885 | ED—Dutch (E) | ..... | 6–10 | 40 x 55 cm | Middle class. |
| Haagsche Courant | 1883 | ED*—Dutch (E) | 70,000 | 16–24 | 57 x 38 cm | All classes. |
| De Rotterdamer | 1903 | ED—Dutch | 27,000 | 14 | 21 x 16" | Middle. |
| Cooruit | .... | ED—Dutch | ..... | ..... | ..... | Social-Democrats. |

(*Continued on page 221*)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 220)

### NETHERLANDS—Continued

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **LEEUWARDEN** | | | | | | |
| Volksblad | .... | ED—Dutch | ..... | ..... | ..... | Social- Democrats. |
| **ROTTERDAM** | | | | | | |
| Dagblad van Rotterdam | 1878 | ED*—Dutch | 45,000 | 10–24 | 15 x 18¾" | Middle class. |
| De Maasbode (U. S. 15) | 1868 | MD ED—Dutch | 40,000 | 12–16 | 54 x 40 cm | General. |
| Nieuwe Courant (U. S. 15) | 1843 | MD ED—Dutch (E) | 45,000 A | 8–24 | 45 x 60 cm | General. |
| Nieuwsblad | 1878 | ED—Dutch | 100,000 A | 20–24 | 56 x 40 cm | Middle class. |
| Voorwaarts | 1920 | ED—Dutch | 40,000 | 12–16 | 14½ x 20½" | Organized labor. |
| De Rotterdammer | 1903 | ED*—Dutch | 27,000 | 14 | 21 x 16" | Middle class. |

### NORWAY

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **BERGEN** | | | | | | |
| Arbeidet | 1893 | ED—Nor'g | 11,000 | 6–8 | 500 x 336 mm | Labor. |
| Aftenblad | 1765 | ED—Nor'g | 14,000 | 8–16 | 500 x 350 mm | Conservative. |
| Arbeiderbald | 1927 | ED—Nor'g | 12,000 | 8 | 500 x 250 mm | Labor. |
| Bergens Tidende | 1868 | ED—Nor'g | 30,000 | 21 | 500 x 355 mm | Middle. |
| Dagen | 1919 | ED—Nor'g | 12,000 | 8–16 | 505 x 360 mm | Middle. |
| Morgenavisen | 1902 | MD*—Nor'g | 11,500 | 16 | 480 x 350 mm | Middle. |
| **OSLO** | | | | | | |
| Aftenposten | .... | MD & ED—Nor'g | 76,000 | ..... | 570 x 440 mm | All. |
| Dagbladet | 1858 | MD & ED | 15,000 | 8–16 | 39.5 x 55 cm | Middle and upper. |
| Morgenbladet | 1819 | MD | 22,000 | 10–12 | 40 x 60 cm | Conservative. |
| Norges Handels og Sjofartstidende | 1889 | ED | 21,000 | 10 | 480 x 400 mm | Financial. |
| Tidens Tegn (U. S. 4) | 1910 | MD—Nor'g | 55,987 | 12–14 | 15¾ x 19" | General. |
| Nyheds-Og Averisements-Blad | 1861 | MD*—Nor'g | 50,000 | 16 | ..... | All. |

### POLAND

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **KATOWICE** | | | | | | |
| Kattowitzer Zeitung | 1869 | MD—German | 30,000 A | 8 | 420 x 280 mm | German. |
| **KRAKOW** | | | | | | |
| Illustrowany Kurjer Codzienny | 1910 | MD—Polish | 100,000 A | 16 | 365 x 220 mm | General. |
| **WARSAW** | | | | | | |
| A. B. C | 1926 | ED—Polish (E) | 15,000 A | 8 | 410 x 285 mm | General. |
| Express Poranny | 1922 | MD—Polish (E) | 45,000 A | 4 | 480 x 330 mm | General. |
| Gazeta Poranna | 1774 | MD—Polish (E) | 20,000 A | 10 | 400 x 270 mm | General. |
| Glos Codzienny | 1926 | MD—Polish (E) | 25,000 A | 4 | 415 x 280 mm | Working classes. |
| Glos Prawdy | 1926 | MD—Polish (E) | 15,000 A | 6 | 480 x 330 mm | General. |
| Hajnt | 1909 | MD—Yiddish (E) | 25,000 A | 6 | 475 x 330 mm | Orthodox Jew. |
| Kurjer Czerwony | 1922 | ED—Polish (E) | 40,000 A | 4 | 480 x 330 mm | General. |
| Kurjer Polski | 1897 | MD—Polish (E) | 6,000 A | 10 | 420 x 300 mm | General. |
| Kurjer Poranny | 1877 | MD—Polish (E) | 40,000 A | 6 | 400 x 344 mm | General. |
| Kurjer Warszawski | 1820 | MD ED—Polish MD | 25,000 | 6 | 355 x 250 mm | General. |
| | | ED | 40,000 | 18–24 | | |
| Der Moment | 1910 | MD—Yiddish (E) | 30,000 A | 12 | 480 x 343 mm | Orthodox Jewish. |
| Nasz Przeglad | 1923 | MD—Polish (E) | 40,000 A | 10 | 415 x 280 mm | Jewish. |
| Robotnik | 1895 | MD—Polish (E) | 6,000 A | 6 | 480 x 300 mm | Working classes. |
| Rzeczpospolita | 1919 | MD—Polish (E) | 12,000 A | 8 | 410 x 295 mm | General. |
| Warszawlamka | 1924 | MD—Polish (E) | 6,000 A | 4 | 390 x 260 mm | General. |

### PORTUGAL

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **LISBON** | | | | | | |
| Diario de Lisboa | 1920 | ED—Portuguese (E) | 20,000 X | 8 | 11½ x 16" | Better Class. |
| Diario de Noticias | 1864 | MD—Portuguese (E) | 130,000 X | 8 | 18 x 25½" | All classes. |
| O Seculo | 1880 | MD—Portuguese (E) | 90,000 | 8–10 | 16 x 23" | All classes. |
| **OPORTO** | | | | | | |
| O Commercio do Porto | 1854 | MD—Portuguese. | 26,500 | 6–8 | 44½ x 59 cm | Commercial. |
| Jornal de Noticias | 1887 | MD—Portuguese. | 45,000 | 6–8 | 53 x 36½ cm | General. |
| O Primeiro de Janeiro | 1868 | MD—Portuguese (E) | 40,000 | 6–16 | 64 x 45 cm | All classes. |

### THE AZORES

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **PONTA DELGADA (St. Michaels)** | | | | | | |
| Corrello dos Acores | 1920 | MD—Portuguese. | 2,300 | 2 | 28 x 18" | General. |
| Diario dos Acores | 1870 | ED—Portuguese. | 3,000 | 2 | 22½ x 16" | General. |

### MADEIRA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **FUNCHAL** | | | | | | |
| Diario da Madeira | 1912 | MD—Portuguese. | 2,500 | 4 | 20⅝ x 14½" | General. |
| Diario de Noticias | 1873 | MD—Portuguese. | 5,700 | 4 | 21 x 14¾" | General. |
| O' Journal | 1926 | MD—Portuguese. | 1,500 | ..... | 20½ x 14½" | General. |

### ROUMANIA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **BUCHAREST** | | | | | | |
| Adeverul | 1888 | ED—Rumanian (E) | 120,000 X | 4–6 | 570 x 40 mm | All classes. |
| Argus | 1910 | MD*—Rumanian and French (E) | 40,000 X | 6–12 | 570 x 400 mm | Business. |
| Cuvantul | 1924 | MD*—Rumanian. | 30,000 X | 4–8 | 570 x 400 mm | All classes. |
| Dimineata | 1904 | MD—Rumanian (E) | 130,000 X | 12 | 490 x 400 mm | All classes. |
| Lupta | 1921 | MD—Rumanian (E) | 30,000 X | 4–6 | 570 x 400 mm | All classes. |
| Universul | 1884 | MD*—Rumanian (E) | 140,000 X | 6–12 | 570 x 400 mm | All classes. |
| Vütorul | 1907 | ED—Rumanian (E) | 15,000 X | 4–6 | 570 x 400 mm | Middle classes. |

### SOVIET UNION

(Listed by Inreklama as the five most important newspapers for foreign advertisers.)

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **MOSCOW** | | | | | | |
| Pravda (U. S. 17) | 1917 | MD—Russian | 900,000 | 4 | 26¾ x 20" | Political & social. |
| Izvestia (U. S. 17) | 1917 | MD—Russian | 2,000,000 | 4 | 26 x 20" | Central organ of Soviet govt. |
| (Published simultaneously in Moscow, Leningrad, Kharkov, and other centers.) | | | | | | |
| Moscow Daily News (U. S. 17) | .... | MD—English | ..... | 8 | 17 x 12" | English-speaking. |
| For Industrialization (U. S. 17) | .... | MD—Russian | 100,000 | 4 | 23 x 16" | Industrial. |
| Economic Life (U. S. 17) | 1917 | MD—Russian | 100,000 | 4 | 25 x 20" | Economic & trade |

### SPAIN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **BARCELONA** | | | | | | |
| El Dia Grafico | 1912 | MD*—Spanish (E) | 65,000 A | 26 | 20½ x 13½" | General public. |
| Diario de Barcelona | 1792 | MD*—Spanish | 25,000 | 40 | 12½ x 9¼" | Well-to-do. |
| El Diluvio | 1858 | MD*—Spanish | 80,000 | 40 | 33 x 24 cm | Workers. |
| La Noche | 1912 | ED*—Spanish (E) | 20,000 A | 16 | 20½ x 13½" | General public. |
| Las Noticias | 1896 | MD*—Spanish | 65,000 | 12 | 52½ x 40½ cm | General public. |
| El Noticiero Universal | 1888 | ED*—Spanish | 60,000 | 24 | 18 x 13½" | General public. |
| La Publicitat | 1877 | MD*—Catalan | 35,000 | 12 | 53 x 39 cm | All classes. |
| La Vanguardia | 1881 | MD*—Spanish | 180,000 | 40 | 14 x 19" | General public. |
| La Veu de Catalanya | 1890 | MD ED*—Catalan | 40,000 | 16 | 60 x 44 cm | General. |

### SPAIN—Continued

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **BILBAO** | | | | | | |
| El Norvion | 1890 | ED—Spanish | 19,000 | 6 | 52½ x 40 cm | All classes. |
| El Noticiero | 1875 | MD—Spanish | 50,000 | 8–10 | 36½ x 47 cm | All classes. |
| El Pueblo Vasco | 1911 | MD*—Spanish | 20,000 | 10–12 | 490 x 353 mm | All classes. |
| La Tarde (U. S. 10) | 1914 | ED*—Spanish | 23,500 | 6 | 51 x 40 cm | All classes. |
| **MADRID** | | | | | | |
| A. B. C | 1904 | MD*—Spanish | 225,000 | 32 | 12 x 9" | Better class. |
| El Debate | 1910 | MD*—Spanish | 82,000 | 6 | 24 x 18" | General. |
| La Epoca | 1848 | ED*—Spanish | 30,000 | 4–6 | 24 x 18" | Better class. |
| Heraldo de Madrid | 1889 | ED*—Spanish | 70,000 | 6 | 24 x 18" | Popular. |
| Las Informaciones | 1922 | ED*—Spanish | 75,000 | 8 | 24 x 18" | General. |
| El Liberal | 1878 | MD*—Spanish | 83,000 | 6 | 24 x 18" | Popular. |
| La Libertad | 1919 | MD*—Spanish | 95,000 | 8 | 21 x 15" | General. |
| La Nacion | 1925 | ED*—Spanish | 105,000 | 8 | 24 x 18" | General. |
| El Sol (U. S. 10) | 1917 | MD*—Spanish | 60,000 | 10 | 24 x 18" | Better class. |
| La Vox (U. S. 10) | 1920 | ED*—Spanish | 95,000 | 12 | 24 x 18" | General. |
| **SAN SEBASTIAN** | | | | | | |
| El Pueblo Vasco | 1902 | MD*—Spanish | 22,000 | 12 | 53 x 38 cm | All. |
| **SEVILLE** | | | | | | |
| El Correo de Andalucia | 1899 | MD*—Spanish (E) | 10,000 L | 6 | 17¾ x 24" | Conservative. |
| El Liberal | 1900 | MD ED*—Span. (E) | 30,000 L | 6 | 17 x 24" | General. |
| El Noticiero | 1892 | MD ED*—Span. (E) | 20,000 L | 8 | 16½ x 23½" | Bulness men, intellectuals. |
| La Union | 1919 | MD ED*—Span. (E) | 25,000 L | 20–32 | 10 x 13¾" | General. |
| **VALENCIA** | | | | | | |
| La Correspondencia | 1877 | ED—Spanish (E) | 6,000 | 6 | 45 x 60 cm | All classes. |
| Diario de Valencia | 1911 | MD*—Spanish (E) | 11,800 | 8 | 57 x 40 cm | Catholics. |
| El Mercantil | 1871 | MD*—Spanish (E) | 22,000 | 8 | 62 x 50 cm | All classes. |
| Las Provincias (U. S. 10) | 1865 | MD—Spanish | 18,000 | 16 | 43 x 60 cm | All classes. |
| El Pueblo | 1893 | MD—Spanish (E) | 8,000 | 6–8 | 44½ x 62 cm | Republicans. |
| La Voz Valenciana | 1916 | ED—Spanish (E) | 7,000 | 6 | 56 x 45 cm | All classes. |
| **MELILLA (Spanish Morocco)** | | | | | | |
| La Cronica | 1922 | ED—Spanish (E) | 7,500 A | 8 | 44 x 31 cm | All classes. |
| El Popular | 1915 | ED*—Spanish (E) | 8,000 A | 4–6 | 22½ x 16 cm | All classes. |
| El Telegrama | 1902 | MD*—Spanish (E) | 12,000 A | 4–6 | 62 x 78 cm | All classes. |

### SWEDEN

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| **GOTHENBURG** | | | | | | |
| Tidningen (U. S. 15) | 1902 | MD | 29,680 | 8 | 575 x 390 mm | All classes. |
| Handelsoch Sjofartstidningen (U. S. 15) | 1832 | ED | 44,423 | 22 | 57½ x 39 cm | All classes. |
| **STOCKHOLM** | | | | | | |
| Aftonbladet | 1830 | ED*—Swedish | 27,732 | 12–24 | 42 x 52 cm | Best classes. |
| Arbetaren | 1911 | MD*—Swedish | 27,000 | 8 | 35.5 x 55 cm | Working classes. |
| Dagens Nyheter (U. S. 4) | 1864 | MD*—Swedish | 125,000 | 22–32 | 406 x 520 mm | All classes. |
| Social Demokraten | 1885 | MD*—Swedish | 52,900 | 16 | 52 x 42 cm | Social Democrats. |
| Stockholms Tidningen-Dagblad (U. S. 15) | 1824 | MD*—Swedish | 106,427 | 20–32 | 55 x 42 cm | Well-to-do. |
| Svenska Dagbladet | 1883 | MD*—Swedish | 90,000 | 20 | 58 x 42 cm | Educated. |
| Svenska Morgonbladet | 1890 | MD*—Swedish | 37,457 | 10–20 | 52 x 36 cm | All classes. |

(Continued on page 222)


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## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 221*)

## SWITZERLAND

### GENEVA

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Courrier de Geneva | 1866 | MD—French (E) | 4,500 A | 6 | 11.2 x 16.9" | All classes. |
| Feuille d'Avis | 1816 | MD*—French | ..... | 6-12 | 19 x 12" | All classes. |
| La Genevois | 1875 | MD—French (E) | 5,000 A | ..... | 11 x 16.9" | All classes. |
| Journal de Geneve | 1829 | MD ED—French (E) | 15,000 A | 8 | 11.8 x 17.7" | High class. |
| La Suisse | 1897 | MD—French (E) | 30,000 A | 8 | 11 x 18" | Middle class. |
| Tribune de Geneve | 1878 | MD&ED—Fren. (E) | 40,000 A | 8 | 16½ x 21.6" | All classes. |

### LAUSANNE

| | | | | | | |
|---|---|---|---|---|---|---|
| Feuille d'Avis | 1762 | MD—French (E) | 42,000 A | 24 | 12.8 x 19.3" | Popular. |
| Gazette | 1789 | MD—French (E) | 15,000 A | 4-8 | 17.9 x 23.4" | High class. |
| Tribune | 1893 | MD—French | 12,000 A | 6 | 12.8 x 19.3" | All classes. |

### LUCERNE

| | | | | | | |
|---|---|---|---|---|---|---|
| Neueste Nachrichten | 1897 | ED—German (E) | 11,800 A | 8 | 12¼ x 19" | Progressive. |
| Tagblatt | 1852 | ED—German (E) | 12,350 A | 12 | 13½ x 19½" | Democratic. |
| Vaterland | 1834 | ED—German (E) | 14,700 A | 4-8 | 14½ x 20½" | Conservative. |

## SYRIA

### BEIRUT

| | | | | | | |
|---|---|---|---|---|---|---|
| Al Ahrar | 1923 | D-exM—Arabic | 3,000 | 4 | 19 x 25" | Liberals. |
| Al Bairak | .... | D—Arabic | 1,000 | ..... | ..... | Political. |
| Al-Ahdol-Jedid | .... | D—Arabic | 1,000 | ..... | ..... | Political. |
| An-Nida | .... | D—Arabic | 2,000 | ..... | ..... | Political. |
| As-Sayyar | .... | D—Arabic | 1,500 | ..... | ..... | Political. |
| Lissan-Ul-Hal | 1877 | ED-exS—Arabic | 2,000 | 6 | 17 x 24" | Higher classes. |
| L'Orient | 1923 | MD-exMon—French | 1,200 | 4 | 18 x 24" | Higher classes. |
| La Syrie | 1919 | MD-exMon—French | 1,000 | 4 | 18 x 24" | Army & officials. |

### DAMASCUS

| | | | | | | |
|---|---|---|---|---|---|---|
| Alaf-Ba'a | 1920 | MD—Arabic | 3,000 | 4 | 25 x 19" | Educated Syrians. |
| Al-Kabas | .... | D—Arabic | 3,000 | ..... | ..... | Political. |
| Al-Yom | .... | D—Arabic | 1,700 | ..... | ..... | Political. |
| Ash-Shab | .... | D—Arabic | 2,000 | ..... | ..... | Political. |
| Fata-El-Arab | 1918 | MD—Arabic | 2,000 | 4 | 22 x 16" | Moslem fanatics, Syrians. |
| Les Echoes de Damas | .... | D—Arabic | 2,000 | ..... | ..... | Political. |

## TURKEY

### CONSTANTINOPLE

| | | | | | | |
|---|---|---|---|---|---|---|
| Aksam | 1918 | ED—Turkish | 25,000 X | 4 | 25 x 19" | Merchants. |
| L'Akcham | 1924 | ED—French | 4,000 X | 4 | 56 x 42 cm | Merchants. |
| Aztarar | 1923 | MD—Armenian | 7,500 | 4 | 22 x 16" | All classes. |
| Jamanak | 1908 | ED—Armenian | 2,500 X | 4 | 22 x 16" | Merchants. |
| Journal d'Orient | 1917 | MD—French | 3,500 X | 4 | 18 x 24" | Business. |
| Cumhuriyet | 1923 | MD—Turkish | 22,000 X | 6 | 18 x 24" | Intellectuals. |
| Milliyet | 1926 | MD—Turkish | 18,000 X | 6 | 19 x 25" | Merchants. |
| Nor Lour | 1914 | ED—Armenian | 2,500 X | 4 | 16 x 22" | All classes. |
| La Republique | 1925 | MD—French | 3,500 X | 4 | 18 x 24" | Intellectuals. |
| Son Saat | 1924 | ED—Turkish | 12,000 | 6 | 17 x 25" | Popular. |
| Stamboul | 1875 | ED—French | 3,000 X | 4 | 55 x 42 cm | Intellectuals. |
| Vakit | 1917 | ED—Turkish | 10,000 X | 6 | 18 x 24" | Mixed. |
| Aneksartitos (U. S. 14) | 1929 | MD—Greek | 5,000 | 4 | 17¼ x 22" | Popular. |
| Apoyevmatini (U. S. 14) | 1924 | ED—Greek | 7,000 X | 4 | 17 x 21¾" | Middle class. |

### ISTANBUL

| | | | | | | |
|---|---|---|---|---|---|---|
| Heber | .... | ED—Turkish | 5,000 X | ..... | ..... | ..... |
| Dimokratia | .... | MD—Greek | 5,000 X | ..... | ..... | ..... |
| Son Posta | 1930 | ED—Turkish | 20,000 X | ..... | ..... | ..... |
| Yarin | 1930 | MD—Turkish | 12,000 X | 8 | 15½ x 21" | Popular. |

## YUGOSLAVIA

### BELGRADE

| | | | | | | |
|---|---|---|---|---|---|---|
| Pravda | 1904 | MD—Serbian | 50,000 A | 8 | 52 x 33 cm | General. |
| Vreme | 1922 | MD—Serbian | 70,000 A | 8-16 | 39½ x 56 cm | General. |
| Politika | 1904 | MD—Serbian | 100,000 A | 12-16 | 34 x 47 cm | General. |

### ZAGREB

| | | | | | | |
|---|---|---|---|---|---|---|
| Hrvat | 1919 | ED—Croatian | 9,000 | 8 | 11 x 15¾" | All classes. |
| Jutranji List | 1911 | MD*—Croatian | 40,000 | 16-24 | 11 x 16" | All classes. |
| Morgenblatt | 1885 | MD*—German | 10,000 | 10-12 | 12½ x 18½" | All classes. |
| Novosti | 1906 | MD*—Croatian | 35,000 | 8-42 | 13¾ x 19¾" | All classes. |
| Obzor | 1859 | ED—Croatian | 24,000 | 6 | 22 x 32" | Intelligentsia. |

# ASIA

## BURMA

### RANGOON

| | | | | | | |
|---|---|---|---|---|---|---|
| Chinese Daily News | 1914 | ED—Chinese | 1,500 | 10 | 18 x 12" | Chinese merchants, etc. |
| Naw Ra Hta | 1932 | MD—Burmese | 3,000 | 16 | 10¼ x 13" | All classes. |
| New Light of Burma | 1914 | MD—Burmese | 7,500 | 40 | 8½ x 10" | All classes. |
| Rangoon Daily News | 1921 | MD—English | 3,000 | 20 | 20 x 13" | Merchants, etc. |
| Rangoon Gazette | 1861 | MD—English | ..... | 20 | 20 x 15" | Europeans, etc. |
| Rangoon Evening Post | 1921 | ED—Chinese | 2,000 | 22 | 12 x 18" | Chinese merchants. |
| Rangoon Times | 1852 | ED—English | 3,800 | 14-16 | 18 x 24" | All classes. |
| Sun Daily | 1915 | MD—Burmese | 9,500 | 40 | 10 x 9" | Official business. |

## CEYLON

### COLOMBO

| | | | | | | |
|---|---|---|---|---|---|---|
| News | 1918 | MD*—English | 8,500 | 12-16 | 16½ x 22½" | Middle classes. |
| Leader | 1907 | MD—English | 6,000 | 12 | ..... | Middle classes. |
| Observer | 1834 | ED*—English | 3,750 | 12 | 20 x 14⅞" | English-speaking. |
| The Dinamina | 1919 | MD*—Singhalese | 13,000 | 8 | 20 x 15" | Singhalese. |
| Times of Ceylon | 1846 | ED—English | 6,300 | 12 | ..... | English-speaking. |

## CHINA

### CANTON

| | | | | | | |
|---|---|---|---|---|---|---|
| Chu Kiang Jih Pao (Pearl Daily News) | 1931 | MD—Chinese | ..... | 8 | 14¾ x 20" | Common people. |
| Kung Ping Pao (Public Critic Press) | 1926 | MD—Chinese | ..... | 12 | 15 x 20" | Middle class. |

## CHINA—Continued

### CANTON—Continued

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Kung Wo Pao (Democratic Press) | 1915 | MD—Chinese | ..... | 10 | 14¼ x 19¾" | Middle class. |
| Kwang Tung 72 Guilds Shang Pao (Commercial Daily News) | 1907 | MD—Chinese | 4,000 | 10 | 13¾ x 19" | Merchants. |
| Kwangchow Jih Pao (Canton Daily News) | 1930 | MD—Chinese | ..... | 12 | 14¼ x 19" | Common people. |
| Min Kuo Jih Pao (Republican Daily News) | 1925 | MD—Chinese | 15,000 | 8-16 | 13¾ x 19¼" | Kuomintang organ. |
| Canton Daily Sun | .... | MD—English | 3,000 | 8 | 12¼ x 18" | Foreigners and Chinese abroad. |

### FOOCHOW CITY

| | | | | | | |
|---|---|---|---|---|---|---|
| Chao Pao (Morning News) | 1931 | MD-exMon | 600 | 4 | 14 x 21" | ..... |
| Fu Chou Jih Pao (Foochow Daily News) | 1931 | MD-exMon | 700 | 8 | 14 x 21" | ..... |
| Hsin Fu Chien Jih Pao (New Fukien Daily News) | 1931 | MD-exMon | 1,000 | 8 | 14½ x 21½" | ..... |
| Hsien Tai Jih Pao (Present Generation News) | 1932 | MD-exMon | 700 | 6 | 14 x 20" | ..... |
| Min Kuo Jih Pao (Republican Daily News) | 1926 | MD | 3,700 | 16 | 20 x 13" | ..... |
| Nan Fang Jih Pao (South Daily News) | 1931 | MD-exMon | 700 | 6 | 14 x 20" | ..... |

### HANKOW

| | | | | | | |
|---|---|---|---|---|---|---|
| Chung Hsi Pao (Hankow Times) | 1908 | MD—Chinese | 7,000 | 12 | 13 x 20" | Middle class. |
| Chung San Jih Pao (Sun Yat-Sen Daily News) | 1929 | MD—Chinese | 12,000 | 12 | 13 x 20" | Kuomintang organ |
| Wu Han Jih Pao (Wuchang & Hankow Daily News) | 1928 | MD—Chinese | 30,000 | 12 | 13 x 20" | Common people. |
| Hankow Herald | 1913 | MD—English | 2,000 | 12 | 14½ x 19" | Foreigners. |

### HONGKONG

| | | | | | | |
|---|---|---|---|---|---|---|
| China Mail | 1845 | ED—English (E) | 1,600 | 12 | ..... | Europeans. |
| Telegraph | 1871 | ED*—English | 2,228 | 18 | ..... | Europeans. |
| South China Post | 1903 | MD*—English | 3,382 | 18 | 21 x 18" | Europeans. |
| Tsun Wan Yat Po | 1872 | MD*—Chinese (E) | 6,000 X | 16 | ..... | Middle class. |
| Wah Tze Yat Po | 1866 | MD*—Chinese (E) | 8,000 A | 16 | ..... | Better classes. |

### NANKING

| | | | | | | |
|---|---|---|---|---|---|---|
| Chung Yang Jih Pao (Central Daily News) | 1928 | MD—Chinese | 18,000 | 12-14 | 14½ x 20½" | Kuomintang. |
| Da Kiang Jih Pao (Central Daily News) | 1931 | MD—Chinese | 1,500 | 4 | 13½ x 20" | Common people. |
| Kung Shang Pao (Industrial and Commercial Press) | 1915 | MD—Chinese | 2,000 | 6 | 13¼ x 20" | Merchants. |
| Kuo Min Jih Pao (Republican Daily News) | 1927 | MD—Chinese | 8,000 | 4 | 13¾ x 20" | Kuomintang organ. |
| Min Sun Pao (Press of the People) | 1927 | MD—Chinese | 10,000 | 6 | 9 x 14" | Common people. |
| Sin Ching Jih Pao (New Nanking Press) | 1930 | MD—Chinese | 9,000 | 8-10 | 14 x 20" | Common people. |
| Ming Chih Daily News | 1930 | MD—Chinese | 5,000 | 6 | 14 x 20" | Middle class. |

### PEIPING (PEKING)

| | | | | | | |
|---|---|---|---|---|---|---|
| People's Daily Press | 1928 | MD—Chinese | 10,000 | 8 | 14 x 20" | Common people. |
| Ching Pao (Peking Press) | 1922 | MD—Chinese | 5,000 | 10-12 | 14 x 20" | Middle Class. |
| Min Kuo Jih Pao (Republican Daily News) | 1928 | MD—Chinese | 3,000 | 10-12 | 15 x 20" | Kuomintang organ. |
| Peiping Van Pao (Peiping Evening Post) | 1923 | ED—Chinese | 6,000 | 4 | 8½ x 13¾" | Common people. |
| Peiping Zen Pao (Peiping Morning Post) | 1916 | MD—Chinese | 30,000 | 10-12 | 15½ x 20" | Chang Hsueh-liang subsidy. |
| Sha Pao (The Truth) | 1928 | MD—Chinese | 18,000 | 4 | 8½ x 14" | Common people. |
| Sze Kai Jih Pao (World Daily News) | 1925 | MD—Chinese | 12,000 | 10-12 | 13½ x 20" | Middle class. |
| Wah Poi Jih Pao (North China Daily News) | 1929 | MD—Chinese | 5,000 | 12 | 14¼ x 20" | Kuomintang organ. |
| Yi Sze Pao (Social Welfare) | 1917 | MD—Chinese | 10,000 | 10-12 | 14¼ x 20" | Catholic. |
| Chung Chiang Pao (Strong Group Press) | 1921 | MD—Chinese | 27,000 | 4-6 | 5¾ x 8½" | Lower class. |
| Yenching Gazette | 1932 | MD—English | 1,000 | 4 | 14 x 20" | Foreign residents. |
| Le Journal de Pekin | .... | MD—French | 2,000 | 12 | 10 x 16" | Officials & foreigners. |

### SHANGHAI

| | | | | | | |
|---|---|---|---|---|---|---|
| Min Kuo Jih Pao (Republican Daily News) | 1916 | MD—Chinese | 10,000 | 12 | 14¼ x 20½" | Kuomintang organ. |
| Shih Pao (Eastern Times) | 1904 | MD—Chinese | 50,000 | 8 | 14½ x 20½" | Common people. |
| Shih Sze Sin Pao (China Times) | 1908 | MD—Chinese | 50,000 | 12-16 | 15 x 20½" | Common people. |
| Shun Pao (Shanghai Herald) | 1872 | MD—Chinese | 150,000 | 22-28 | 15 x 20½" | Common people. |
| Sin Wan Pao (News Paper) | 1893 | MD—Chinese | 150,000 | 24-28 | 16 x 20" | Common people. |
| China Press | 1911 | MD—English | 7,000 | 18-24 | 16 x 21" | Middle class. |
| North China Daily News | 1850 | MD—English | 7,950 | 18-32 | 17¼ x 22½" | Foreigners in China. |
| Shanghai Evening Post and Mercury | 1863 | MD—English | 4,000 | 14-24 | 16 x 21" | Foreigners, officials. |
| Shanghai Times, The | 1900 | MD—English | 3,500 | 16-24 | 16 x 21" | Foreigners. |
| Le Journal de Shanghai | .... | MD—French | 2,000 | 12-16 | 17 x 21¼" | Foreigners. |
| Shanghai Mainichi Shimbun | 1918 | MD—Japanese | 5,000 | 12-16 | 15¼ x 20½" | Japanese residents. |
| Shanghai Nichi Nichi Shimbun | 1912 | MD—Japanese | 3,000 | 12 | 14¾ x 20" | Japanese residents. |
| The Shanghai Zaria | .... | MD—Russian | ..... | 8-16 | 14½ x 20" | Russian residents. |
| The Slovo | 1929 | MD—Russian | ..... | 8-16 | 14½ x 20¼" | Russian residents. |
| Ching Kiang Jih Pao (Diamond Daily News) | 1931 | MD—Chinese | 1,000 | 4 | 8½ x 12¾" | Lower class. |
| Shanghai Pao (Shanghai Press) | 1919 | MD—Chinese | 13,000 | 4 | 9 x 13½" | Lower class. |
| Zao Wei Jih Pao (Social Daily News) | 1930 | MD—Chinese | 15,000 | 2 | 20½ x 14" | Lower class. |

### TIENTSIN

| | | | | | | |
|---|---|---|---|---|---|---|
| Da Chung Shih Pao (The Justice) | 1929 | MD—Chinese | 4,500 | 8 | 14 x 20" | Middle class. |
| Da Kung Pao (L'Impartial) | 1902 | MD—Chinese | 50,000 | 12-14 | 16 x 20" | Middle class. |
| Min Kuo Jih Pao (Republican Daily News) | 1930 | MD—Chinese | 12,000 | 10 | 14 x 20" | Kuomintang organ |
| Pei Hua Van Pao (Daily Language Evening) | 1912 | ED—Chinese | 18,000 | 4-6 | 9½ x 14" | Common people. |
| Shang Pao (Commercial Daily Press) | 1928 | MD—Chinese | 6,000 | 10 | 14 x 20" | Common people. |
| Tientsin Wu Pao (Tientsin Noon Press) | 1916 | ED—Chinese | 35,000 | 6 | 14 x 20" | Common people. |
| Yih Sze Pao (Social Welfare) | 1916 | MD—Chinese | 35,000 | 10 | 15 x 20" | Common people. |
| Tien Feng Press | .... | MD—Chinese | 50,000 | 4-6 | 7 x 10" | Lower class. |
| Yung Pao (Tientsin Press) | 1927 | MD—Chinese | 25,000 | 12-14 | 14½ x 20½" | Common people. |
| North China Star | 1918 | MD—English | 3,000 | 12-16 | 14½ x 20" | Foreign residents. |
| Peking & Tientsin Times | 1894 | MD—English | 5,000 | 14-16 | 14½ x 20" | Foreigners, missionaries. |
| Deutsch-Chinesische Nachvichten | 1929 | MD—German | 1,900 | 12-24 | 10½ x 16" | Foreigners, officials. |
| Nasha Zaria, The | 1928 | MD—Russian | 1,500 | 8-16 | 14½ x 20" | Foreign residents. |

(*Continued on page 223*)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(*Continued from page 222*)

### INDIA

#### ALLAHABAD

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Leader | 1909 | MD&ED—English | 15,000 | 16-20 | 13 x 20" | Educated public. |
| Pioneer | 1865 | MD-exTu—Eng. | 14,000 | 24 | 17½ x 11¼" | Well-to-do. |
| | | **BENARES** | | | | |
| Aj | 1920 | ED—Hindi | 15,000 | 8 | 20 x 13" | All classes. |
| | | **BOMBAY** | | | | |
| Bombay Chronicle (U. S. 15) | 1913 | MD&ED—English | 18,000 A<br>8,000 A | 7 | 12 x 16" | Upper & middle classes. |
| Bombay Samachar (U. S. 15) | 1822 | MD—Gujerati | 22,000 | 12-24 | 18 x 22" | Commercial. |
| Evening News of India | 1923 | ED—English | 7,500 | 16 | 12½ x 18" | Europeans, Parsee & upper class. |
| Free Press Bulletin | 1932 | ED—English | 5,000 | 8 | 11 x 8" | Middle class. |
| Free Press Journal | 1930 | MD—English | **24,525** | 8-12 | 22 x 16" | All classes. |
| Hindustan & Prajamitra (U. S. 15) | 1851 | ED—Gujerati | **11,223** | 12 | | Middle & upper classes. |
| Jame-Jamshed | 1832 | MD-exS—Gujerati & Eng. | 7,500 | 16 | | Better classes, merchants. |
| Khilafat Daily | 1921 | MD—Urdoo | 5,000 | 8 | 32 x 42" | Medium class. |
| Nav Bhavat | 1932 | MD—Gujerati | 17,000 | 8-12 | 22 x 16" | All classes. |
| Nawakal | 1923 | MD—Marathi | 10,000 | 10 | 35 x 45" | General. |
| Sanj Vartaman (Evening News) | 1902 | ED—Gujerati & English | 8,000 | 16-28 | 12 x 20" | Merchants, educated. |
| Times of India | 1838 | MD—English | 35,000 | 14 | 18 x 25" | European, Parsee & upper class. |
| | | **CALCUTTA** | | | | |
| Advance | 1929 | MD—English | 20,000 | 12-16 | 17½ x 35" | Mainly upper middle class. |
| Amrita Bazar Patrika | 1868 | MD-exMon—Eng. | 25,000 | 16 | 17½ x 24" | All classes. |
| Ananda Bazar Patrika | 1878 | MD—Bengali | 40,000 | 12 | 19 x 14¾" | All classes. |
| Banga Bani | 1929 | MD-exFri—Bengali | 20,000 | 8 | | Intelligentsia & business men. |
| The Basumati | 1881 | MD—Bengali | 35,000 | 12 | 20¼ x 13½" | General. |
| Calcutta Exchange Gazette | 1818 | MD—English | 2,000 | 50 | 10 x 7½" | Business. |
| Liberty | 1929 | MD-exTues—Eng. | 15,000 | 12 | 22 x 15" | Intelligentsia & business men. |
| Star of India (Formerly "Bengalee", established 1878) | 1932 | ED—English | 6,500 | 12 | 21 x 15⅙" | Europeans, Muslims & good class Hindus. |
| The Statesman | 1875 | MD-exMon—Eng. | **40,781** | 14-28 | 16¼ x 21¾" | English-speaking. |
| The Vishwamitra (Universal Friend) (U. S. 15) | 1916 | MD—Hindi | 20,000 | ..... | | Landlords, merchants. |
| | | **KARACHI** | | | | |
| Daily Gazette (U. S. 15) | .... | D—English | ..... | ..... | ..... | ..... |
| | | **MADRAS** | | | | |
| Andhra Patrika (U.S.15) | 1913 | ED—Telugu | 6,000 | 16 | 22¼ x 17½" | Telugu-reading. |
| Dravidan | 1916 | ED—Tamil | 4,000 | 12 | 20 x 13½" | Constitutional. |
| The Hindu | 1878 | ED—English | 26,000 | 16 | 23 x 18" | Nationalists. |
| Indian Express | 1932 | ED—English | 500 | 12 | 22½ x 17" | All classes. |
| Justice | 1915 | ED—English | 5,000 | 12 | 20 x 14½" | Constitutional. |
| Madras Mail | 1868 | ED—English | 10,000 | 12-24 | 23½ x 17¾" | All classes. |
| Swadesamitran | 1882 | ED—Tamil | 16,500 | 12 | 17¾ x 23¼" | All classes. |
| Swarajya | 1920 | ED—English | 5,000 | 10 | 22½ x 17½" | All classes. |
| Tamil Nadu | 1919 | ED—Tamil | 8,500 | 12<br>24 | 22½ x 17"<br>17½ x 11" | Nationalists & Europeans. |

### JAPAN

#### DARIEN (MANCHURIA)

| | | | | | | |
|---|---|---|---|---|---|---|
| Manshuho | 1922 | MD—Chinese-Jap. | 57,000 | 10 | 21¾ x 16" | Chinese. |
| Manshu Nippo | 1905 | MD & ED—Jap. | 80,000X | 4-8 | 21¾ x 16" | General. |
| | | **HOKKAIDO** | | | | |
| Hokkai Times | 1901 | MD & ED—Jap. | 100,000 | 8 | 21¾ x 16" | General. |
| Otaru Shimbun | 1893 | MD—Japanese | 80,000 | 8 | 21¾ x 16" | General. |
| | | **KEIJO (Chosen)** | | | | |
| Chosen Nippo | 1920 | MD & ED—Korean | 100,000 | 8 | 21¾ x 16" | General. |
| Chosen Shimbun | 1888 | MD & ED—Jap. | 50,000 X | 6 | 21¾ x 16" | General. |
| Keijo Nippo | 1906 | MD & ED—Jap. | 100,000 X | 8 | 21¾ x 16" | General. |
| Toa Nippo | 1920 | ED—Korean | 138,750 | 4-8 | 21¾ x 16" | General. |
| | | **KOBE** | | | | |
| Japan Chronicle | 1891 | MD—English | 5,000 X | 8 | 21½ x 18" | English-speaking |
| Shimbun | 1897 | MD & ED—Jap. | 100,000 | 8 | 21¾ x 16" | General. |
| Kobe Yushin Nippo | 1884 | MD & ED—Jap. | 80,000 | 8 | 21¾ x 16" | General. |
| | | **KYOTO** | | | | |
| Kyoto Hinode | 1876 | MD & ED—Jap. | 100,000 X | 4 | 21¾ x 16" | General |
| Kyoto Nichi-Nichi | 1900 | MD & ED—Jap. | 100,000 | 4-8 | 21¾ x 16" | General. |
| | | **MIYAZAKI** | | | | |
| Ohita Nippo | 1922 | ED—Japanese | 20,000 | 4 | 21¾ x 16" | General. |
| Ohita Nishu Shimbun | 1903 | MD & ED—Jap. | 23,000 Z | 4 | 21¾ x 16" | General. |
| | | **NAGASAKI** | | | | |
| Nagasaki Minyu Shimbun | 1924 | ED—Japanese | 20,000 | 4 | 21¾ x 16" | General. |
| | | **NAGOYA** | | | | |
| Nagoya Shimbun | 1894 | MD & ED—Jap. | 250,000 | 4-8 | 21 x 16" | General. |
| Shin Aichi | 1889 | MD & ED—Jap. | 300,000 | 4-10 | 21 x 16" | General. |
| | | **OSAKA** | | | | |
| Nikkan Kogyo Shimbun | 1915 | MD—Japanese | 90,000 X | 8 | 21¾ x 16" | Industrial. |
| Nihon Orimono Shimbun | 1906 | MD—Japanese | 8,000 X | 4 | 21¾ x 16" | Textile. |
| Osaka Asahi Shimbun | 1878 | MD & ED—Jap. | 1,350,000 | 12 | 21¾ x 16" | General. |
| Osaka Mainichi Shimbun | 1888 | MD & ED—Jap. | 1,300,000 X | 12&4 | 21¾ x 16" | General. |
| Osaka Mainichi Shimbun | 1922 | MD—English | 300,000 X | 8 | 21¾ x 16" | English-speaking. |
| | | **TOKYO** | | | | |
| Hochi Shimbun | 1872 | ED & MD—Jap. | 400,000 | 4-8 | 21¾ x 16" | General. |
| Japan Advertiser | 1911 | MD—English | 15,000 X | 10 | 22½ x 18½" | English-speaking. |
| Japan Times | 1896 | ED—English | 15,000 X | 8-16 | 23½ x 18½" | English-speaking. |
| Jiji Shimpo | 1882 | MD & ED—Jap. | 500,000 X | 4-12 | 21¾ x 16" | Middle. |
| Kwanpo (Official Gazette) | .... | MD—Japanese | 50,000 X | 40 | 12 x 9" | Official. |
| Kokumin Shimbun | 1890 | MD & ED—Jap. | 150,000 X | 8 | 21¾ x 16" | General. |
| Miyako Shimbun | 1884 | MD—Japanese | 150,000 X | 14 | 21¾ x 16" | General. |
| Chugai Shogyo Shimpo | 1876 | MD & ED—Jap. | 100,000 X | 8 | 21¾ x 16" | Sport. |
| Tokyo Ashi Shimbun | 1888 | MD & ED—Jap. | 1,100,000 | 10 | 21¾ x 16" | General. |
| Tokyo Nichi Nichi Shimbun | 1872 | MD & ED—Jap. | 1,100,000 | 10 | 21¾ x 16" | General. |
| Yomiuri Shimbun | 1862 | MD & ED—Jap. | 500,000 | 4-8 | 21¾ x 16" | Genera. |
| | | **YAMAGATA** | | | | |
| Yamagata Shimbun | 1876 | MD & ED—Jap. | 43,000 | 4 | 21¾ x 16" | General. |
| Yokohama Boeki Shimpo | 1890 | MD—Japanese | 100,000 | 8 | 21¾ x 16" | Commercial. |
| Maicho Shimpo | 1898 | MD—Japanese | 40,000 | 4 | 16 x 21" | General. |

(*Continued on page 224*)

The Jiji Building, Tokyo

*Reasons Why Foreign Advertisers Use the "JIJI"*

1. The Jiji Shimpo is the leading Japanese Newspaper in Japan.
   It is the New York Times of the Island Empire.
2. Its readers represent the highest class of purchasing power, those who are interested in foreign goods and who can afford to buy them.
3. The Jiji Shimpo carries more foreign advertising than any other Japanese newspaper in Japan.
4. It is the only Japanese newspaper publishing a regular Weekly Motor Section, issued every Monday, and
5. It is the only Japanese newspaper in Tokyo issuing 12 pages each morning in addition to its regular evening edition.
6. Advertisers in the Jiji Shimpo get results . . . the acid test of any newspaper.
7. It is the first and the only Japanese newspaper adopting 3 color printing for daily run.

•

The Jiji Shimpo holds an enviable record since its foundation by the great Fukuzawa, who started the paper on its successful career in 1882 and whose ideals and high principles formed the foundation of its fundamental policy which endures today.

•

*English Rate Card will be sent on request*

**THE JIJI SHIMPO**

**TOKYO**

## NETHERLAND INDIA

### JAVA

#### BANDOENG

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| Algemeen Indisch Dagblad, de Preangerbode | 1898 | ED*—Dutch | 5,000 A | 12–16 | 41½ x 57½ cm. | General. |
| Kaoem Moeda | 1857 | ED—Malay | 1,000 A | 4 | 30 x 46½ cm. | Natives. |
| De Koerier | .... | ED—Dutch | 4,000 A | 8 | 34 x 50 cm. | Europeans, Catholics. |

#### BATAVIA

| | | | | | | |
|---|---|---|---|---|---|---|
| Bataviaasch Nieuwsblad | 1884 | ED*—Dutch | 5,000 A | 12–16 | 37½ x 51 cm. | All classes. |
| Bintang Timoer | 1925 | ED—Malay | 3,000 A | 8 | 35 x 50 cm. | Natives. |
| Het Nieuws van den Dag v. N. I. | 1895 | ED*—Dutch | 5,000 A | 16–20 | 29½ x 47 cm. | All classes. |
| Java Bode (U. S. 15) | 1851 | ED*—Dutch | 6,000 A | 12–16 | 36 x 52 cm. | All classes. |
| Keng Po | 1923 | ED*—Malay | 3,000 A | 4 | 55 x 75 cm. | Chinese and natives. |
| Piang Po | 1902 | ED*—Malay | 4,000 A | 8–12 | 55 x 75 cm. | Educated Chinese. |
| Sin Po (Chinese Ed.) (U. S. 15) | 1921 | ED*—Chinese | 3,000 A | 8 | 36 x 52 cm. | Chinese. |
| Sin Po (Malay Edition) (U. S. 15) | 1909 | ED*—Malay | 6,000 A | 12 | 55 x 75 cm. | Better class of Chinese & natives. |
| De Volkstem | 1932 | ED*—Dutch | 1,500 A | 8 | 36 x 52 cm. | General. |

#### CHERIBON

| | | | | | | |
|---|---|---|---|---|---|---|
| Het Noorden | 1919 | ED—Dutch | 1,100 A | 6–12 | 33½ x 51½ cm. | General. |

#### DJOKJAKARTA

| | | | | | | |
|---|---|---|---|---|---|---|
| Djocjasch Dagblad | 1924 | ED*—Dutch | 1,200 A | 8 | 40 x 60 cm. | Europeans. |
| Mataram | 1903 | ED*—Dutch | 1,200 A | 12 | 40 x 60 cm. | Europeans. |
| Oetoesan Indonesia | 1930 | ED*—Malay | 1,000 A | 8 | 36 x 55 cm. | Natives. |

#### MALANG

| | | | | | | |
|---|---|---|---|---|---|---|
| De Malanger | 1925 | ED*—Dutch | 1,200 A | 8–10 | 54 x 42 cm. | Europeans. |
| De Oosthoekbode | 1926 | ED*—Dutch | 1,000 A | 8 | 36 x 48 cm. | Europeans. |

#### SEMARANG

| | | | | | | |
|---|---|---|---|---|---|---|
| Algemeen Handelsblad | 1923 | ED*—Dutch | 4,000 A | 12 | 39½ x 50½ cm. | Middle class Europeans. |
| Djawa-Tengah-Dagblad | 1909 | ED*—Malay | 4,000 A | 8 | 53 x 75 cm. | Chinese & natives. |
| Djit Po | 1901 | ED*—Malay | 3,000 A | 12 | 35½ x 49½ cm. | Chinese & natives. |
| De Locomotief | 1863 | ED*—Dutch | 4,800 A | 12–16 | 58 x 42 cm. | Europeans. |

#### SOEKABOEMI

| | | | | | | |
|---|---|---|---|---|---|---|
| Soekaboemi Post | 1918 | ED—Dutch | 500 A | 4 | 25 x 40 cm. | General. |

#### SURABAYA

| | | | | | | |
|---|---|---|---|---|---|---|
| De Indische Courant | 1921 | ED*—Dutch | 7,000 A | 12–14 | 63 x 91 cm. | Europeans. |
| Java Daily Telegraph | 1928 | D—Chinese | 2,000 A | 8 | 75 x 53 cm. | Chinese. |
| Nieuwe Soerabaja Courant | 1836 | ED*—Dutch | 2,000 A | 12 | 63 x 91 cm. | Middle class Europeans. |
| Pewarta Soerabaya | 1903 | ED*—Malay | 4,500 A | 12 | 50 x 33 cm. | Chinese & natives. |
| Sin Tit Po (U. S. 15) | 1922 | ED*—Malay | 3,000 A | 12 | 33 x 56 cm. | Chinese & natives. |
| Soerabaiasch Handelsblad (U. S. 15) | 1852 | ED*—Dutch | 4,500 A | 12–16 | 59 x 39 cm. | Europeans. |
| Tay Long Siang Po | 1922 | ED*—Chinese | 1,500 A | 4 | 75 x 65 cm. | Chinese. |

### CELEBES

#### MAKASSAR

| | | | | | | |
|---|---|---|---|---|---|---|
| Makassarsche Courant | .... | ED*—Dutch | 1,000 A | 8 | 55 x 37 cm. | Europeans. |
| Pemberita Makasser | .... | ED*—Malay | 1,000 A | 8 | 55 x 37 cm. | Chinese & natives. |

#### MENADO

| | | | | | | |
|---|---|---|---|---|---|---|
| Het Menado Bulletin | .... | ED—Dutch | 600 A | 8 | 50 x 33 cm. | Europeans. |

### SUMATRA

#### MEDAN

| | | | | | | |
|---|---|---|---|---|---|---|
| De Deli Courant | 1894 | ED-exS*—Dutch. | 5,000 A | 12–14 | 37½ x 51½ cm. | Europeans, educated natives. |
| New China | 1928 | ED*—Chinese | 1,200 A | 16 | 34 x 60 cm. | Chinese. |
| Pewarta Deli | 1909 | ED*—Malay | 2,000 A | 8 | 34½ x 51½ cm. | Malays, Javanese. |
| Sumatra Bin Poh | 1925 | ED*—Chinese | 1,500 A | 2–24 | 37 x 50½ cm. | Chinese. |
| De Sumatra Post (U. S. 15) | 1898 | ED-exS*—Dutch. | 4,000 A | 12–16 | 39½ x 52½ cm. | Europeans, educated natives. |

#### PADANG

| | | | | | | |
|---|---|---|---|---|---|---|
| Sumatra Bode | 1894 | ED—Dutch | 1,500 A | 12 | 36 x 50 cm. | Europeans. |
| Tjaja Sumatra | 1896 | ED—Malay | 1,000 A | 4 | 37½x 56 cm. | Chinese & natives. |

## STRAITS SETTLEMENTS

#### IPOH

| | | | | | | |
|---|---|---|---|---|---|---|
| Times of Malaya and Planters' & Miners' Gazette | .... | ED—English | 1,000 L | 10–12 | 9¾ x 16" | Commercial. |

#### KUALA LUMPUR

| | | | | | | |
|---|---|---|---|---|---|---|
| Malay Mail | 1869 | ED-exS—English. | 2,750 | 16 | 15 x 20" | English-speaking. |
| Yik Kuon Poh | .... | ...Chinese | 2,900 | ..... | ..... | ..... |

#### PENANG

| | | | | | | |
|---|---|---|---|---|---|---|
| The Eastern Courier | .... | W—English | ..... | 32 | ..... | English-speaking. |
| Idaran Zaman | 1925 | W*—English | 1,200 | 8 | 11¾ x 18" | Malays. |
| Kwong Wah Yit Poh (The Chinese Daily News) | 1910 | ED*—Chinese | 2,500* | 24 | 13 x 18" | Chinese. |
| Penang Sin Poe | 1896 | ED*—Chinese | 8,000 | 6 | 13 x 18" | Chinese and foreigners. |
| Pinang Gazette and Straits Chronicle | 1883 | ED*—English | 3,600 | 16 | 17½ x 22¾" | Well-to-do English-speaking. |
| Straits Echo | 1903 | MD*—English | 2,750 | 16 | 17½ x 22½" | General. |
| Sunday Gazette | 1833 | W—English | * | 16 | 17½ x 22¾" | General. |

#### SINGAPORE

| | | | | | | |
|---|---|---|---|---|---|---|
| Lat Pau | 1880 | ED*—Chinese | 3,500 | 22–24 | 18 x 14" | Commercial. |
| Malaya Tribune | 1914 | ED*—English | ..... | 16 | 15 x 20" | All races. |
| Nanyan Siang Pau Press (Chinese Daily Journal of Commerce) | 1926 | ED-exS* | 7,500 | 24 | 18 x 13" | Chinese commercial |
| Nanyo Nichi Nichi Shimbun | 1913 | ED*—Japanese | 1,500 | 4 | ..... | Japanese. |
| Sin Chew Jit Poh (U. S. 15) | 1929 | ED*—Chinese | 6,000 A | 20 | 20 x 14" | All Chinese. |
| Singapore Free Press | 1832 | MD*—English | 2,500 | 16–20 | 20 x 15½" | All classes. |
| Sin Kuo Min | 1911 | ED*—Chinese | 6,000 A | 28 | 14 x 18" | All Chinese. |
| Singapore Daily News | 1932 | MD*—English | 2,500 X | 8 | 20 x 15" | ..... |
| Straits Budget | .... | W—English | 2,600 | 30–32 | ..... | English-speaking. |
| Straits Times (U. S. 15) | 1850 | ED-exS*—English | 5,400 | 20 | 20 x 15" | English-speaking. |
| Union Times | 1900 | ED*—Chinese | 4,200 | 26–28 | ..... | Chinese. |
| Warta Malaya | .... | D—Malay | 6,000 | ..... | ..... | ..... |

## AFRICA

### ALGERIA

#### ALGIERS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Depeche Algerienne | 1887 | MD—French | 60,000 X | 6 | 23½ x 17¼" | All classes. |
| L'Echo d'Alger | 1912 | MD*—French | 30,000 X | 6 | 23¾ x 17½" | All classes. |
| La Presse Libre | 1927 | MD—French | 17,000 X | 6 | 24¾ x 17¾" | All classes. |

#### CONSTANTINE

| | | | | | | |
|---|---|---|---|---|---|---|
| La Depeche de Constantine. | 1907 | MD*—French | 18,000 | 6 | 23½ x 17" | All classes. |

#### ORAN

| | | | | | | |
|---|---|---|---|---|---|---|
| Depeche Oranaise | 1916 | ED*—French | 10,000 X | 4 | 56 x 45 cm. | All classes. |
| Echo d'Oran | 1844 | MD*—French | 50,000 X | 6 | 60 x 45 cm. | All classes. |
| Petit Oranais | 1880 | ED* | 10,000 X | 2 | 60 x 45 cm. | All classes. |

### EGYPT

#### ALEXANDRIA

| | | | | | | |
|---|---|---|---|---|---|---|
| Messaggero Egiziano | 1874 | ED—Italian | 12,000 | 4 | 21 x 16" | General public. |
| Egyptian Gazette | 1880 | MD—English | 8,000 | 8 | 24 x 18" | General public. |
| Le Phare Egyptien | 1925 | MD—French | 4,000 | 4–6 | 17½ x 22¼" | General public. |
| Le Reforme (U. S. 15) | 1896 | MD—French | 4,500 | 6 | 18 x 25" | General public. |
| Tachydromos (U. S. 15) | 1880 | ED—Greek | 8,500 | 6–8 | 20½ x 13" | General public. |
| Wadinnil | 1909 | ED—Arabic | 11,000 | 6–8 | 60 x 90 cm. | General public. |
| La Bourse Egyptienne (U.S. 15) | .. | D—French | ..... | ..... | ..... | ..... |
| Ephemeris (U. S. 15) | .. | D—Greek | ..... | ..... | ..... | ..... |
| Il Giornale D'Oriente (U. S. 15) | .... | D—Italian | ..... | ..... | ..... | ..... |

#### CAIRO

| | | | | | | |
|---|---|---|---|---|---|---|
| Al Ahram (U. S. 15) | 1875 | MD—Arabic | 30,000 | 8 | 20 x 25" | All classes. |
| Al Balagh | 1922 | ED—Arabic | 35,000 | 8 | 53 x 40 cm. | Every class. |
| Al Ittehad | 1925 | ED—Arabic | 10,000 R | 8 | 60 x 34 cm. | Political. |
| Al Mokattam | 1894 | MD*—Arabic | 22,000 R | 8 | 60 x 45 cm. | All classes. |
| Al Siassa | 1922 | MD—Arabic | 30,000 R | 8 | 65 x 50 cm. | All classes. |
| Gazette | 1880 | MD—English | 8,000 R | 8 | 18 x 24" | English. |
| L'Information | 1925 | MD—French | 2,000 R | 6 | 30 x 52 cm. | All classes. |
| Le Journal | 1897 | MD—French | 4,000 | 6 | 60 x 50 cm. | Foreign colonies. |
| Misr | 1895 | ED—Arabic | 8,000 | 4 | 18½ x 24¼" | All classes. |
| La Bourse Egyptienne (U.S. 15) | .... | D—French | ..... | ..... | ..... | ..... |
| Egyptian Daily Mail (U. S. 15) | .... | D—English | ..... | ..... | ..... | ..... |
| Il Giornale D'Oriente (U. S. 15) | .... | D—Italian | ..... | ..... | ..... | ..... |
| Phos (U. S. 15) | .... | D—Greek | ..... | ..... | ..... | ..... |
| Kairon (U. S. 15) | .... | D—Greek | ..... | ..... | ..... | ..... |

#### PORT SAID

| | | | | | | |
|---|---|---|---|---|---|---|
| Le Verité | 1893 | ED—French | 500 | 4 | 16 x 22½" | Europeans. |

### UNION OF SOUTH AFRICA

#### BLOEMFONTEIN

| | | | | | | |
|---|---|---|---|---|---|---|
| The Friend | 1850 | MD*—English | 15,000 | 12 | 21½ x 15½" | All classes. |
| Die Volksblad | 1914 | MD*—Dutch | 11,000 | 8 | 22 x 16" | Afrikaan-speaking. |

#### CAPE TOWN

| | | | | | | |
|---|---|---|---|---|---|---|
| Cape Argus | 1857 | ED—English | 30,000 | 16 | 22¾ x 18½" | All classes. |
| Cape Times | 1876 | MD*—English | 40,000 | 12–24 | 25 x 18" | ..... |
| Die Burger | 1914 | MD*—Afrikaans | 25,000 | 10 | 16¼ x 24" | Afrikaans. |

#### DURBAN

| | | | | | | |
|---|---|---|---|---|---|---|
| Natal Advertiser | 1880 | ED.—English | 17,000 A | 18 | 18⅝ x 22¾" | All classes. |
| Natal Mercury | 1852 | MD*—English | 30,000 | 20 | 27½ x 20⅝" | All classes. |

#### EAST LONDON

| | | | | | | |
|---|---|---|---|---|---|---|
| Dispatch | 1872 | MD*—English | 10,000 | 12 | 26 x 19½" | Business men. |

#### JOHANNESBURG

| | | | | | | |
|---|---|---|---|---|---|---|
| Rand Daily Mail | 1902 | MD*—English | 30,000 | 14 | 17½ x 22" | English-speaking. |
| Star | 1886 | ED*—English | 50,000 | 16–24 | ..... | English-speaking. |

#### KIMBERLEY

| | | | | | | |
|---|---|---|---|---|---|---|
| Diamond Fields Advertiser. | 1878 | MD*—English | 7,500 | 8 | 24 x 15" | All classes. |

#### MARITZBURG

| | | | | | | |
|---|---|---|---|---|---|---|
| Natal Witness (U. S. 10) | 1846 | MD-ED—English | 15,000 A | 20 | 19½ x 26½" | All classes. |

#### PRETORIA

| | | | | | | |
|---|---|---|---|---|---|---|
| De Volkstem | 1873 | ED—Afrikaans | 15,000 | 4 | ..... | Dutch-speaking. |
| News | 1898 | ED—Afrikaans | 4,500 | 20 | 15¾ x 22¼" | All classes. |

#### UMTALI

| | | | | | | |
|---|---|---|---|---|---|---|
| Rhodesia Advertiser | 1893 | MD—English | 3,000 | 4 | 22 x 15" | English. |

### BRITISH EAST AFRICA

#### MOMBASA (Kenya Colony)

| | | | | | | |
|---|---|---|---|---|---|---|
| Monbasa Times | 1900 | MD—English | 450 | 6 | 20 x 25" | English and natives. |

#### NAIROBI

| | | | | | | |
|---|---|---|---|---|---|---|
| East African Standard | 1906 | MD*—English | 3,000 | 12 | 18 x 24" | English. |

### PORTUGUESE EAST AFRICA

#### LOURENCO MARQUES

| | | | | | | |
|---|---|---|---|---|---|---|
| Noticias | 1926 | D—Portuguese | 5,000 | 8 | 33 x 51 cm. | All classes. |

### REUNION

#### SAINT DENIS

| | | | | | | |
|---|---|---|---|---|---|---|
| Le Peuple | 1908 | MD-exS—French. | 4,000 | 2 | 22 x 15" | General community. |

#### KHARTUM

| | | | | | | |
|---|---|---|---|---|---|---|
| Sudan Herald | .... | English | 2,000 A | 10 | 51 x 36 cm. | English residents. |

(*Continued on page 225*)

## INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 224)

### AFRICA—Continued

### TUNISIA

#### TUNIS

| Name of Paper | Estab. | Issued—Language | Circ. | No. Pgs. | Pg. Size | Appeal |
|---|---|---|---|---|---|---|
| La Depeche Tunisienne | 1888 | MD*—French | 35,000 | 6–12 | 60 x 44 cm | All classes. |
| Le Petit Matin | 1923 | MD*—French | 10,000 | 8 | 62 x 43½ cm | All classes. |
| L'Unione | 1885 | ED*—Italian | 10,000 | 4 | 46 x 60 cm | Italian population. |

### LIBYA

#### TRIPOLI (Tripolitania)

| | | | | | | |
|---|---|---|---|---|---|---|
| Arveniredi Tripoli | 1927 | Italian | 5,000 A | 4 | 53 x 39.3 cm | All classes. |

### MOROCCO

#### CASABLANCA

| | | | | | | |
|---|---|---|---|---|---|---|
| Le Petit Marocain | 1912 | MD*—French | 26,000 R | 6–8 | 17½ x 24½" | Europeans. |
| La Presse Marocaine | 1913 | MD*—French | 11,200 | 8 | 17½ x 24½" | Foreigners. |
| Le Soir Marocain | 1929 | ED*—French | 8,700 | 8 | 17½ x 24½" | |
| La Vigie Marocaine | 1907 | ED*—French | 40,000 R | 6–10 | 17½ x 24½" | Europeans. |

## DAILY NEWSPAPERS of the ANTIPODES

### AUSTRALIA

#### NEW SOUTH WALES

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Albury 14/M | Border Mail (m) | | H. C. Mott | H. C. Mott |
| Bathurst 12/M | Western Times (e) | | J. S. Larkin | Western Newspaper |
| | National Advocate (m) | 3,547 | Hilton R. West | Maurice Clines |
| Broken Hill 27/M | Barrier Miner (e) | 5,400 | J. Smethurst (me) | News, Ltd. |
| | Barrier Truth (m) | 6,100 | E. Wetherell | W. I. U. of A. |
| Canberra 8/M | Times (m) | 6,400 | A. T. Shakespeare | Fed. Capital Press, Ltd. |
| Casino 5/M | Richmond River Exp. (e) | | P. C. Beer | Grieve & Turner |
| Cootamundra 5/M | Herald (e) | | | H. Pinkstone |
| Goulburn 16/M | Penny Post (e) | | M. Dart | Daniel Brothers & Co., Ltd. |
| Grafton 7/M | Examiner (m) | 5,000 | C. B. Dailey | Daily Examiner, Ltd. |
| Katoomba 11/M | Katoomba Daily (e) | | | Katoomba Daily, Ltd. |
| Lismore 10/M | Northern Star (m) | 8,750 | C. H. Peek | Northern Star, Ltd. |
| Maitland 20/M | Mercury (e) | 6,500 | J. W. Rutherford | Mercury Newspaper & Printing Co., Ltd. |
| Murwillumbah 15/M | Tweed Daily (m) | 3,300 | J. C. Price | Tweed Newspaper Co., Ltd. |
| Newcastle 120/M | Herald & Miners' Advocate (m) | 24,923 | K. S. McGill | Herald & Miners' Advocate, Ltd. |
| | Sun (e) | | | Sun Newspapers, Ltd. |
| Sydney 1,000/M | Sydney Daily Telegraph (e) | 182,177 | R. C. Packer | Smith's Newspapers, Ltd. |
| | Herald (m) | 189,000 | C. B. Fletcher | J. Fairfax & Sons, Ltd. |
| | Labor Daily (m) | 70,000 | G. S. Spedding | Labor Daily, Ltd. |
| | Sun (e) | 215,000 | Delamore McCay | Sun Newspapers, Ltd. |
| | Telegraph Pictorial (m) | 132,403 | H. C. Jones (me) | Telegraph Pictorial, Ltd. |
| Tamworth 10/M | Northern Leader (m) | 13,000 | V. C. Thompson | Tamworth News Co., Ltd. |
| Wagga 10/M | Express (m) | | | Exp. Newspaper Co., Ltd. |
| Wagga Wagga 10/M | Advertiser (m) | | R. E. Garland | Stephen Sullivan |
| Young 5/M | Witness (e) | 1,600 | A. E. Collins (me) | Wales & Collins |

#### QUEENSLAND

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Brisbane 309/M | Commercial News (m) | | H. I. Moffatt | Shipping Newspapers, Ltd. |
| | Courier-Mail (m) | 60,000 | | Queensland Newspaper Pty., Ltd. |
| | Standard (e) | 20,000 | J. Brady | Labour Newspaper Co., Ltd. |
| | Telegraph (e) | | M. L. Reading | Tele. Newspaper Co., Ltd. |
| Bundaberg 11/M | News & Mail (m) | | | Bunda Newspaper Co., Ltd. |
| | Times (m) | | | Times Newspaper Co., Ltd. |
| Cairns 10/M | Post (m) | 5,000 | J. H. McVilly | Cairns Post, Ltd. |
| | Times (e) | 1,600 | L. Jeppesen | L. Jeppesen |
| Charters Towers 10/M | Northern Miner (m) | 3,968 | W. A. Schueler (me) | N. Queens. Newspaper Co., Ltd. |
| Ipswich 25/M | Queensland Times (m) | 8,325 | F. J. Meacham | Queensland Times, Ltd. |
| Mackay 9/M | Mercury (m) | 5,000 | W. J. Manning | Mackay, Co-op. Ptg. Co., Ltd. |
| Mayborough 12/M | Chronicle (m) | 6,000 | G. L. Wilson | May. Newspaper Co., Ltd. |
| Rockhampton 60/M | Bulletin (m) | | Andrew Dunn | Morning Bulletin, Ltd. |
| | News (e) | 10,000 | G. Westacott | Morning Bulletin, Ltd. |
| Toowoomba 25/M | Chronicle (m) | 11,000 | W. H. A. Dunn | Groom & Sons, Ltd. |
| Townsville 30/M | Bulletin (m) | 10,000 | H. D. Green | N. Queens. News Co., Ltd. |
| | Star (e) | | | Townsville Star, Ltd. |
| Warwick 8/M | News (m) | 4,000 A | | Warwick News Co., Ltd. |

#### SOUTH AUSTRALIA

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Adelaide 328/M | Advertiser & Register (m) (U. S. 6) | 92,261 | | Advertiser Newspapers, Ltd. |
| | News (e) | 40,988 | J. E. Davidson | News, Ltd. |
| Port Pirie 13/M | Recorder | 2,300 | Buckley Joyce | News, Ltd. |

#### VICTORIA

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Ballarat 41/M | Courier (m) | | G. P. A. Taylor | |
| | Echo (e) | | | W. H. Newbery |
| Bendigo 27/M | Advertiser (m) | | W. Wright | Adv. & Ind. Ptg., Ltd. |
| Castlemaine 7/M | Mail (m) | 1,500 | Frank McKellop | McKellep & Williams |
| Echuca 5/M | Herald (m) | | A. T. Mackay | Riverine Herald Ptg., Ltd. |
| Geelong 45/M | Advertiser (m) | 10,000 | G. H. Brownhill | Advertiser Ptg., Ltd. |
| Melbourne 1,000/M | Age (m) | 123,000 | L. V. Briggs | David Symo & Co. |
| | Argus (m) | 113,943 | R. L. Curthoys | Wilson & Mackinnon. |
| | Herald (e) (U. S. 6) | 181,896 | Keith A. Murdock | Herald & Weekly Times, Ltd. |
| | Star (e) | | H. R. Gollan (me) | Wilson & Mackinnon. |
| | Sun News-Pictorial (m) (U. S. 6) | 163,714 | George Taylor | Pictorial Newspapers, Ltd. |
| Mildura 8/M | Sunraysia Daily (m) | | G. B. Baxter | New Sunraysia Daily Printing, Ltd. |
| Warrnambool 8/M | Standard (m) | | | Standard Printing, Ltd. |

#### WEST AUSTRALIA

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Geraldton 5/M | Guardian and Express (e) | 8,000 | E. G. Harrington | Geraldton Newspapers, Ltd. |
| Kalgoorlie 16/M | Miner (m) | 7,500 | E. A. Donnelly | Hocking & Co., Ltd. |
| Perth 200/M | News (e) | | W. Salter | Daily News, Ltd. |
| | West Australian (m) | | C. P. Smith (me) | W. Australia Newspapers. |

### NEW ZEALAND

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Auckland 210/M | New Zealand Herald (n) | 55,500 | R. M. Hacket | Wilson & Horton, Ltd. |
| | Star (e) | 45,000 | W. C. Leys | N. Z. Newspapers, Ltd. |
| | Sun (e) | | Percy Crisp | Sun Newspapers, Ltd. |
| Blenheim 7/M | Marlborough Express (e) | 3,500 | R. P. Furniss | R. P. Froness |

### NEW ZEALAND—Continued

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Christchurch 118/M | Press (m) | 25,000 | A. M. Burns | C. C. Press Co., Ltd. |
| | Star (e) | 13,500 | F. A. Clarke | N. Z. Newspapers, Ltd. |
| | Times (m) | 23,800 | A. G. Henderson | N. Z. Newspapers, Ltd. |
| Carterton 2/M | News (e) | 1,753 | W. F. Roydhouse | Roydhouse & Son |
| Dannevirke 4/M | News (e) | 2,250 | A. McNicol | Dannevirke Pub. Co., Ltd. |
| Dargaville 2/M | Times (e) | 1,275 | Chas. T. Rush (me) | Rush & Bagnall |
| Dunedin 84/M | Star (e) | | C. S. Smith | Eve Star Co., Ltd. |
| | Times (m) | | W. Eaton | Otago Newspapers Co., Ltd. |
| Eltham 4/M | Argus (e) | | A. W. Packard | W. C. Carncross |
| Eketahuna 3/M | Express (e) | | | Exp. News Co., Ltd. |
| Fielding 5/M | Star (e) | 2,000 | Ethel L. Pirani | Pirani & Co., Ltd. |
| Gisborne 13/M | Herald (e) | 5,200 | A. L. Muir | Poverty Bay Her. Co., Ltd. |
| | Times (m) | 4,800 | J. H. Mackay | Gisborne Pub. Co., Ltd. |
| Gore 4/M | Mataura Ensign | 2,600 | C. Wilson | Gore Pub. Co., Ltd. |
| Greymouth 6/M | Grey River Argus (m) | | N. V. Lovell | G. R. Argus Co., Ltd. |
| | Star (e) | 5,300 | R. E. Wilson | Eve. Star Co., Ltd. |
| Hamilton 20/M | Waikato Times (e) | 7,000 | A. E. Manning | Waikato Press, Ltd. |
| Hastings 10/M | Hawkes Bay Tribune (e) | 4,500 | W. C. Whitlock | The Tribune, Ltd. |
| Hawera 4/M | Star (e) | | P. Bond | Parkinson & Co., Ltd. |
| Hokitika 2/M | Guardian & Star (e) | | D. J. Evans | Guard. & Times Co., Ltd. |
| Invercargill 20/M | Southland News (e) | 9,118 | E. Abbey-Jones | Southland News Co., Ltd. |
| | Southland Times (m) | 8,350 | R. J. Gilmore | Southland Times Co., Ltd. |
| Levin 2/M | Chronicle (e) | 1,100 | H. G. Kerslake | Kerslake & Billens, Ltd. |
| Marton 3/M | Advocate & Argus (e) | 2,000 | J. Reid | Gangetikei Pub. Co., Ltd. |
| Masterton 8/M | Wairarapa Age (m) | | | |
| | Wairarapa Times (e) | | D. M. Graham | Wairarapa Times Co., Ltd. |
| Napier 15/M | Hawkes Bay Herald (m) | 5,600 | T. M. Geddis | |
| | Telegraph (e) | 7,600 | J. W. McDougall | Telegraph Co., Ltd |
| Nelson 12/M | Mail (e) | | A. A. Lucas | Lucas & Son, Ltd. |
| New Plymouth 17/M | Taranaki Herald (e) | 5000 | W. C. Weston | Budget Co., Ltd. |
| | Taranaki News (m) | 8,500 | T. C. List | |
| Oamaru 7/M | Mail (e) | 3,000 | W. E. Robertson | Oamaru Mail Co., Ltd. |
| | North Otago Times (m) | 2,500 | L. Rigg | Timaru Herald Co., Ltd. |
| Opotiki 2/M | East Coast Guardian (e) | | W. J. Scott | W. J. Scott |
| Pahiatua 1/M | Herald (e) | | O. Johnson | Pahiatua Herald Co., Ltd. |
| Palmerston North 20/M | Manawatu Standard (e) | | J. Coombe | Manawatu Sta., Ltd. |
| | Manawatu Times (m) | 5,000 | R. H. Bilijns | Manawatu Times Co., Ltd. |
| Reifton 2/M | Inangahua Times & Guardian (e) | | | Times Co., Ltd. |
| Rotorua 5/M | Morning Post | | E. G. Guy | Chronicle, Ltd. |
| Stratford 3/M | Post (e) | | James Cormick | Taranaki Pub. Co., Ltd. |
| Taihapi 2/M | Times (e) | | | W. F. Cross |
| Tauranga 3/M | Bay of Plenty Times (e) | 840 | W. H. Gifford | Times, Ltd. |
| Thames 5/M | Star (e) | 1,850 | C. R. Cooke | Thames Ptg. Co., Ltd. |
| Timaru 15/M | Herald (m) | 7,800 | E. G. Kerr | Timaru Herald Co., Ltd. |
| | Post (e) | 3,650 | E. Darroch | Timaru Post Co., Ltd. |
| Waimate 3/M | Advertiser (e) | 1,225 | A. F. Sargent (me) | Advertiser Co., Ltd. |
| Wanganui 27/M | Chronicle (m) | 6,000 | L. C. Young | Chronicle Co., Ltd. |
| | Herald (e) | 7,000 | S. L. Palmer-Jones | Herald Newspaper Co., Ltd. |
| Wellington 133/M | Dominion (m) | 35,000 | C. W. Earle | Wellington Pub. Co., Ltd. |
| | Post (e) | 33,169 | J. Parker | Blundell Bros., Ltd. |
| Westport 4/M | News (m) | | L. S. Strachan | Walter Atkin & Co. |
| | Times & Star (e) | | | T. P. Williams |
| Whangare 6/M | News (m) | | | Daily News, Ltd. |
| | Northern Advocate (e) | 2,500 | H. W. Crawford | Northern Pub. Co., Ltd. |

### TASMANIA

| City and pop. (thousands) | Newspaper | Circulation | Editor (or Director) | Publisher |
|---|---|---|---|---|
| Burnie 3/M | Advocate (m) | | | Harris & Co., Ltd. |
| Hobart 56/M | Mercury (m) | 20,967 | W. H. Simmonds | Davies Bros., Ltd. |
| Launceston 33/M | Examiner (m) | 15,216 | Stanley Dryden | Rolph & Sons, Ltd. |


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# INDEX TO 1934 INTERNATIONAL YEAR BOOK CONTENTS


**A**

ABC Newspaper Circulation Analysis ....119-142
Accounting—
Books on .... 174
Advertising Agencies—
of Canada .... 162
of United States....144-162
Recognized by American Newspaper Publishers' Association.144-162
Recognized by Local Publishers.144-162
Recognized by Southern Newspaper Publishers Association.144-162
Recommended for Recognition by Agricultural Publishers Association ....144-162
Space Buyers of....144-162
Advertising—
Associations and Clubs.... 186
Books on .... 175
Managers Canadian Newspapers.101-103
Managers U. S. Newspapers.... 12-100
Rates, Newspapers of Ireland.... 209
Rates, Newspapers of Wales.... 209
Rates, U. S. Daily Newspapers.. 12-100
Ready Reckoner .... 108
Special Representatives of Newspapers, Canada .... 105
Special Representatives of Newspapers, U. S. ....104-105
Alabama Newspapers .... 12
Alaska Newspapers .... 100
American Journalism—
Books on .... 174
American Newspapers .... 12-100
Argentine Newspapers .... 212
Arizona Newspapers .... 12-13
Arkansas Newspapers .... 13-14
Associate Editors ....189-190
Associations—
Advertising .... 186
British ....209-210
Newspaper ....181-184
Press ....181-184
Publishers ....181-1884
Audit Bureau of Circulations, Newspaper Analysis ....119-140
Australian Newspapers .... 225
Austrian Newspapers .... 218
Automotive Editors ....201-202
Autobiography and Biography—
Books on .... 174
Aviation Editors .... 203
Azores Newspapers .... 221

**B**

Belgian Newspapers .... 218
Book Critics .... 197
Books on—
Accounting .... 174
Adventures and Reminiscences.. 175
Advertising Art and Layout.... 175
Advertising .... 175
Advertising Copy .... 175
Advertising History and Biography .... 175
Advertising Psychology .... 175
Advertising Specialties .... 175
Agricultural Journalism .... 175
American Journalism .... 174
Autobiography and Biography.. 174
British Journalism .... 174
Business Office Technique.... 174
Cartoons .... 174
Censorship .... 175
Circulation .... 174
Collections of News Stories.... 174
Copyreading .... 174
Country Weeklies .... 175
Editorial Collections .... 174
Editorial Department Technique. 174
Feature Writing .... 174
Fiction .... 175
Foreign Journalism .... 174
Foreign Language Press.... 175
Freedom of the Press.... 175
French Journalism .... 174
German Journalism .... 174
Headline Writing .... 174
House Organs .... 175
Industrial Journalism .... 175
Influence of the Press.... 175
Journalism as a Profession.... 175
Journalistic History .... 174
Law of the Press.... 175
Libel .... 175
Negro Press .... 175
Newspaper Ethics .... 175
Newspaper Libraries .... 174
Newspaper Making .... 174
News Writing .... 174
Opportunities in Journalism.... 175
Photography .... 174
Plays .... 175
Poetry .... 175
Printing and Engraving.... 174
Publicity and Propaganda.... 175
Radio and the Press.... 175
Religious Journalism .... 175
Special Writing .... 174
Women in Journalism.... 175
British—
Advertising Associations and Clubs ....209-210
Associations of Journalists....210-211
Books on Journalism.... 174
Newspapers ....207-209
Newspaper Associations ....210-211
Business Managers—
Canadian Newspapers ....101-103
U. S. Newspapers .... 12-100
Business Office Technique Books on .... 174

**C**

California Newspapers .... 14-18
Canada—
Advertising Agencies of .... 162
Newspapers of ....101-103
Newspaper and Job Mechanical Superintendents ....101-103
Newspaper Rates ....101-103
Newspaper Business Managers..101-103
Newspaper Advertising Managers ....101-103
Newspaper Circulation Managers ....101-103
Newspaper City Editors ....101-103
Newspaper Classified Advertising Managers ....101-103
Newspaper Editors ....101-103
Newspaper General Managers....101-103
Newspaper Job Department....101-103
Newspaper Mechanical Superintendents ....101-103
Newspaper Merchandising Papers 185
Newspaper Publishers ....101-103
Newspaper Sports Editors ....101-103
Newspaper Sunday Editors....101-103
Ready Reckoner, Newspaper Rates and Circulations.... 108
Rotogravure Sections .... 204
Canons of Journalism.... 100
Cartoonists ....191-192
Cartoons, Books on.... 174
Censorship, Books on.... 175
Chain Newspapers .... 109
Channel Islands, Newspapers of... 209
Chief Editorial Writers....188-189
Chilean Newspapers .... 214
Chinese Newspapers .... 222
Circulation—
English Newspapers ....207-208
U. S. Newspapers.... 12-100
Circulation Managers—
Canadian Newspapers ....101-103
U. S. Daily Newspapers.... 12-100
Circulation, Books on.... 174
City Editors—
Canadian Newspapers ....101-103
U. S. Newspapers.... 12-100
Classified Advertising Managers—
Canadian Newspapers ....101-103
U. S. Newspapers.... 12-100
Clubs—
British Advertising ....209-210
Newspaper, U. S. ....181-184
Press, U. S. ....181-184
Collections of News Stories, Books on .... 174
Colorado Newspapers .... 18-19
Columnists, Daily Newspapers....190-191
Connecticut Newspapers .... 19-20
Copyreading, Books on.... 174
Country Weeklies, Books on.... 175
Correspondents—
Foreign Newspapers, in U. S.... 204
Out-of-town Newspapers in New York .... 211
Washington ....114-116
U. S. in London.... 204
Clubs—
Newspapers ....181-184

**D**

Danish Newspapers .... 218
Delaware Newspapers .... 20
Daily Newspapers—
Editors, U. S. .... 12-100
Foreign Countries....212-225
General Managers, U. S.... 12-100
Publishers .... 12-100
Special Advertising Representatives ....104-105
District of Columbia Newspapers... 22

**E**

Ecuador Newspapers .... 215
Editorials, Collection of.... 174
Editorial Department Technique, Books on .... 174
Editorial Writers ....188-189
Editors, Canadian Newspapers....101-103
Editors, U. S.... 12-100
Editors—
Merchandising Papers, Canada.. 185
Merchandising Papers, U. S.... 185
Editor & Publisher Promotion Awards .... 100
English Newspaper Advertising Rates ....207-208
English Newspaper Advertising Represetatives .... 105
English Newspaper Circulations...207-208
Ethics, Newspaper, Books on.... 175
Evening Newspaper Advertising Rates .... 12-100
Executive Personnel, U. S. Daily Newspapers .... 12-100

**F**

Foreign Daily Newspapers—
Africa ....224-225
Antilles ....215-216
Argentina .... 212
Asia ....222-224
Australia .... 225
Austria .... 218
Azores Islands .... 221
Bahamas .... 215
Belgian .... 218
Bolivia .... 214
Brazil .... 214
Bulgaria .... 218
Burma .... 222
Central America ....216-217
Ceylon .... 222
Chile .... 214
China .... 222
Colombia .... 214
Costa Rica .... 216
Cuba .... 216
Czecho-Slovakia .... 218
Danzig .... 219
Denmark .... 218
Dominican Republic .... 216
Ecuador .... 215
Finland .... 218
France ....218-219
Germany ....219-220
Great Britain ....207-209
Greece .... 220
Guatemala .... 216
Hungary .... 220
Honduras .... 216
India .... 222
Italy .... 220
Jamaica .... 216
Japan .... 223
Jugoslavia .... 222
Latvia .... 220
Lithuania .... 220
Madeira .... 221
Malta .... 220
Martinique .... 216
Mexico .... 217
Morocco .... 225
Netherlands ....220-221
New Zealand .... 225
Nicaragua .... 216
Norway .... 221
Palestine .... 222
Panama .... 216
Paraguay .... 215
Peru .... 215
Poland .... 221
Portugal .... 221
Puerto Rico .... 216
Roumania .... 221
Salvador .... 217
Soviet Union .... 221
Spain .... 221
Sweden .... 221
Straits Settlements .... 224
Switzerland .... 222
Syria .... 222
Turkey .... 222
Uruguay .... 215
Venezuela .... 216
Foreign Journalism, Books on.... 174
Foreign Language Dailies, etc., U. S. ....176-179
Foreign Language Press, Books on. 175
Feature Writing—
Books on .... 174
Feature Syndicates ....164-170
Fiction, Books of.... 175
Financial Editors ....192-193
Finnish Newspapers .... 218
Florida Newspapers .... 22-24
Foreign—
Correspondents in U. S.... 204
Newspapers ....212-225
Freedom of the Press, Books on.. 175
Foreword .... 11
French Journalism, Books on.... 174
French Newspapers ....218-219

**G**

General Managers—
Canadian Newspapers ....101-103
U. S. Newspapers.... 12-100
Georgia Newspapers .... 24
German Journalism, Books on.... 174
German Newspapers ....219-220
Gravure Editors, U. S. and Canadian Newspapers .... 203
Great Britain—
Advertising Association and Clubs ....209-210
Journalistic Associations ....210-211
Newspapers of ....207-208
Newspaper Associations ....210-211
Grecian Newspapers .... 220
Gridiron Club, Members of.... 184
Group Newspapers .... 109
Guilds, Newspaper, U. S.... 184

**H**

Hawaii, Newspapers of.... 26
Headline Writing, Books on.... 174
High Schools, Journalism Books for .... 174
Histories, American Journalism... 174
House Organs, Books on.... 175
Hungarian Newspapers .... 220

**I**

Idaho Newspapers .... 26-27
Illinois Newspapers .... 27-30
Influence of the Press, Books on... 175
Indiana Newspapers .... 32-35
Industrial Journalism, Books on.. 175
Iowa Newspapers .... 36-37
Ireland—
Newspapers of .... 209
Italian Newspapers .... 220

**J**

Japanese Newspapers .... 223
Job Departments—
Superintendents, Canadian Newspapers ....101-103
Superintendents, U. S. Newspapers .... 12-100
Journalism—
Profession, Books on.... 175
History, Books on.... 174
Pulitzer Prize Awards.... 184
Schools, U. S....170-172
Jugoslav Newspapers .... 222

**K**

Kansas Newspapers .... 37-38
Kentucky Newspapers .... 38-40
Key to Special Representatives...104-105
Key to Personnel Pages.... 12
Key to Rates.... 12
Key to Circulations.... 12

**L**

Labor Wages Scales.... 112
Latin-American Newspapers....212-217
Latvian Newspapers .... 220
Law and Libel, Books on.... 175
Libraries, Books on.... 174
Linage, Advertising in U. S. newspapers 1925-33 ....110-111
Lithuanian Newspapers .... 220
Local Advertising Rates.... 12-100
London, American Correspondents Association .... 204
Louisiana Newspapers .... 40-42

**M**

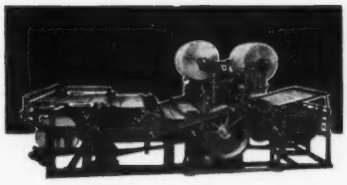
Madeira Newspapers .... 221
Maine Newspapers .... 42
Managers—
Advertising, U. S. Daily Newspapers .... 12-100
Circulations, U. S. Daily Newspapers .... 12-100
Classified Advertising, U. S. Daily Newspapers .... 12-100
Managing Editors—
Canadian Newspapers ....101-103
U. S. Newspapers.... 12-100
Manuals of Newspaper Work....174-175
Marketing Facts for States and Sales Areas .... 205
Maryland Newspapers .... 42-43
Massachusetts Newspapers .... 43-46
Measures (type) Newspapers.... 172
Mechanical Superintendents—
Canadian Newspapers ....101-103
U. S. Newspapers.... 12-100
Mechanical Department, Wage Scales .... 112
Merchandising Newspapers .... 185
Merchandising Services Operated by Newspapers .... 12-100
Mexican Newspapers .... 217
Michigan Newspapers .... 46-50
Minnesota Newspapers .... 50-51
Minimum Local Advertising Rates, Newspapers .... 12-100
Milline Rates .... 109
Minimum National Advertising Rates, Newspapers .... 12-100
Mississippi Newspapers .... 51
Missouri Newspapers .... 51-52
Montana Newspapers .... 53
Morning Newspapers .... 12-100
Motion Picture Critics....202-203
Music Critics .... 194

**N**

Nebraska Newspapers .... 54
Negro Newspapers, U. S.... 180
Negro Press, Books on.... 175
Nevada Newspapers .... 54
New Hampshire Newspapers .... 54-56
New Jersey Newspapers.... 56-58
New Mexico Newspapers .... 58
News Events of 1933, Important.. 11
Newspapers—
A.B.C. Analysis of....119-140
Advertising Representatives, U. S. ....104-105
Advertising Representatives, Canada .... 105
Advertising Linage, 23 Cities U. S. 1925-33 ....110-111
Alabama .... 12
Arizona .... 12-13
Arkansas .... 13-14
Associations ....181-184
British ....207-209
California .... 14-18
Canada ....101-103
Colorado .... 18-19
Connecticut .... 19-20
Correspondents, U. S. in London .... 204
Correspondents, Washington....114-116
Correspondents, Foreign in U. S. 204
Correspondents in New York.... 211
Cuba .... 216
Editors, U. S.... 12-100
Delaware .... 20
District of Columbia.... 22
England ....207-208
Florida .... 22-24
Foreign Correspondents, U. S... 204
Foreign Language, U. S....176-179
General Managers .... 12-100
Georgia .... 24
Group Newspapers .... 109
Guilds .... 184
Hawaii .... 26
Idaho .... 26-27
Illinois .... 27-30
Indiana .... 32-35
Iowa .... 36-37
Ireland .... 209
Issued in Tabloid Form.... 179
Kansas .... 37-38
Kentucky .... 38-40
Louisiana .... 40-42
Linage, U. S., 23 Cities, 1925-1933 ....110-111
Maine .... 42
Maryland .... 42-43
Massachusetts .... 43-46
Mechanical Superintendents .... 12-100
Merchandising Papers .... 185
Michigan .... 46-50
Minnesota .... 50-51
Mississippi .... 51
Missouri .... 51-52


*(Continued on page 228)*

# A YEAR OF HIGH RECORDS in Sales and Performance



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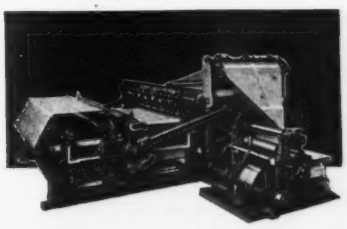

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# INDEX TO 1934 INTERNATIONAL YEAR BOOK CONTENTS—Continued

(Continued from page 226)


Montana ... 53
Nebraska ... 54
Negro, U. S. ... 180
Netherlands ... 221
Nevada ... 54
New Hampshire ... 54-56
New Jersey ... 56-58
New Mexico ... 58
New York ... 58-65
North Carolina ... 65-66
North Dakota ... 66-68
Norwegian ... 221
Ohio ... 68-73
Oklahoma ... 74-76
Oregon ... 76-77
Pennsylvania ... 77-84
Philippine Islands ... 100
Puerto Rico ... 216
Operating Radio Stations ... 118
Ready Reckoner, Rates and Circulations ... 108
Rhode Island ... 84-86
Rotogravure Editors ... 204
Rotogravure Sections ... 204
Rotogravure Linage, 1933-1932 ... 211
Scotland ... 209
South Carolina ... 86
South Dakota ... 86-88
Special Advertising Representatives ... 104-105
Sports Editors ... 12-100
Summary Rates and Circulations ... 108-109
Tabloids ... 179
Tennessee ... 88
Texas ... 90-94
Utah ... 94
Vermont ... 94-95
Virginia ... 95-96
Wales ... 209
Washington ... 96-97
West Virginia ... 97-98
Wisconsin ... 98-99
Wyoming ... 99

Newspaper Making, Books on ... 174
Newspapers Operating a Merchandising Service ... 12-103
News Writing, Books on ... 174
North Carolina Newspapers ... 65-66
North Dakota Newspapers ... 66-68

O

Ohio Newspapers ... 68-73
Oklahoma Newspapers ... 74-76
Opportunities in Journalism, Books on ... 175
Oregon Newspapers ... 76-77

P

Palestine Newspapers ... 222
Paraguay Newspapers ... 215
Pennsylvania Newspapers ... 77-84
Personnel, Executive, U. S. Daily Newspapers ... 12-100
Peruvian Newspapers ... 215
Philippine Newspapers ... 100
Photography, Books on ... 174
Postal Information ... 100
Plays, Newspaper ... 175
Portuguese Newspapers ... 221
Puerto Rican Newspapers ... 216

Population—
British Cities ... 207-209
Canadian Cities ... 101-103
U. S. Cities ... 12-100
Press Association, U. S. ... 181-184
Press Clubs, U. S. ... 181-184
Press Gallery, U. S. Senate ... 114-116
Press Services ... 164-170
Printing and Engraving, Books on ... 174
Promotion Awards, Editor & Publisher ... 100
Publicity and Propaganda, Books on ... 175

Publishers—
Associations, U. S. ... 181-184
Canadian Daily Newspapers ... 101-103
U. S. Daily Newspapers ... 12-100

Publishing—
British Associations ... 210-211
Canadian Associations ... 181-184
U. S. Associations ... 181-184
Publitzer Journalistic Prize Awards ... 184

R

Radio and the Press, Books on ... 175
Radio Editors ... 193-194
Radio Stations ... 118
Rates, Newspapers ... 12-100
Review of 1933 Journalism ... 11
Rotogravure Editors ... 203
Rotogravure Sections ... 204
Ready Reckoner ... 108
Religious Journalism, Books on ... 175
Rhode Island Newspapers ... 84-86
Rumanian Newspapers ... 221

S

Schools—
of Journalism ... 170-172
Pulitzer School of Journalism Prize Awards ... 184

Scotland—
Newspapers of ... 209
Society Editors ... 198-199
South Carolina Newspapers ... 86
South African Newspapers ... 224
South American Newspapers ... 212-215
South Dakota Newspapers ... 86-88
Spanish Newspapers ... 221

Special—
Advertising Representatives, Canada ... 105
Advertising Representative, U. S. ... 104-105
Writing, Books on ... 174

Sunday—
Newspapers, U. S. ... 12-100
Superintendents, Mechanical ... 12-100
Swedish Newspapers ... 221
Syndicates, Address, Editors, Managers ... 164-170

T

Tabloid Newspapers ... 179
Tennessee Newspapers ... 88
Texas Newspapers ... 90-94
Theatrical Critics ... 196

U

United States—
Advertising Agencies ... 144-162
Cities ... 12-100
City Editors ... 12-100
Clubs and Associations ... 181-184
Foreign Language Newspapers ... 176-179
Foreign Newspaper Corespondents ... 204
Newspapers ... 12-100
Newspapers, Merchandising Papers ... 185
Newspapers, Negro ... 180
Publishing Associations ... 181-184
Ready Reckoner Newspaper Rates and Circulations ... 108
Senate Press Gallery ... 114-116
Special Newspaper Advertising Representatives ... 104-105
Tabloid Newspapers ... 179
Uruguay Newspapers ... 215
Utah Newspapers ... 94

V

Venezuela Newspapers ... 215
Vermont Newspapers ... 94-95
Virginia Newspapers ... 95-96

W

Wage Scales—Mechanical ... 112
Wales Newspapers ... 209
Washington Correspondents ... 114-116
Washington Newspapers ... 96-97
West Virginia Newspapers ... 97-98
Wisconsin Newspapers ... 98-99
Women in Journalism, Books on ... 175
Women's Page Editors ... 199-201
Wyoming Newspapers ... 99


# INDEX TO 1934 INTERNATIONAL YEAR BOOK ADVERTISEMENTS


**ADVERTISING AGENCIES**

N. W. Ayer & Son, Inc. ... 145

**CIRCULATION BUILDERS**

Blair & Austin ... 156
DePriest, Hudson and Associates ... 148
Hickey-Mitchell Co. ... 172
Newspaper Boys of America ... 196
Partlowe, Charles Co. ... 158

**COOKING SCHOOLS**

Home Economics Service Corporation ... 197

**EMPLOYMENT AGENCIES**

I. C. M. A. ... News Section
Sigma Delta Chi ... 182

**EQUIPMENT AND SUPPLIES**

American Publishers Supply Co. ... 139
Behr-Manning Co. ... 157
Bingham Brothers Co. ... 181
Sam'l Bingham & Sons ... 149
Black Rock Mfg. Co. ... 211
Burgess Cellulose Co. ... 131
Cameron Machine Co. ... 154
Certified Dry Mat Corp. ... 142
Cline Electric Mfg. Co. ... 3
Cushman Electric Co. ... 152
Cutler-Hammer Mfg. Co. ... 155
Duplex Printing Press Co. ... 141
General Electric Co. ... 8, 61
General Tire & Rubber Co. ... 159
Goodyear Tire & Rubber Co. ... Inside Back Cover
Goss Printing Press Co. ... 227
R. Hoe & Co. ... 137
Intertype Corporation ... 2
Kohler Brothers ... 143
Manhattan Rubber Co. ... 127
Mergenthaler Linotype Co. ... 39
Morley Button Mfg. Co. ... 130
New England Newspaper Supply Co. ... 203
Walter Scott & Co. ... 135
Vulcan Proofing Co. ... 87
Wood Flong Corp. ... 6

**FEATURE LEADERS**

Chicago Tribune Newspapers Syndicate ... 166, 167
King Features Syndicate ... News Section
International Syndicate ... 168
Ledger Syndicate ... 4, 5
McClure Newspaper Syndicate ... 115
McNaught Syndicate, Inc. ... 9, & News Section
NEA Service, Inc. ... 165
New York Herald Tribune Syndicate ... 169
Reedy Press Service ... 164
Science Service ... 123
Thompson Service ... 172
United Features Syndicate ... News Section

**MAT MANUFACTURERS**

Burgess Celluloise Co. ... 131
Certified Dry Mat Co. ... 142
Morley Button Mfg. Co. ... 130
Wood Flong Corp. ... 6

**NEWSPAPER ARCHITECTS**

James William Thomas ... 160

**NEWSPAPER BROKERS**

Palmer, Suter & Palmer ... News Section

**NEWSPAPER DEALERS**

Hotalings News Agency ... 179

**NEWSPAPER DIRECTORIES**

N. W. Ayer & Son, Inc. ... 145

**NEWSPAPER LEADERS, ARGENTINA**

La Nacion of Buenos Aires ... 212
La Prensa of Buenos Aires ... 213

**NEWSPAPER LEADERS, COSTA RICA**

La Tribuna of San Jose ... 216

**NEWSPAPER LEADERS, CUBA**

Diario de la Marina of Havana ... 216

**NEWSPAPER LEADERS, ENGLAND**

London Daily Express ... 209
London Mail ... 206
London Evening Standard ... 210
London Sunday Express ... 210

**NEWSPAPER LEADERS, JAPAN**

Tokyo Jiji Shimpo ... 223

**NEWSPAPER LEADERS, MEXICO**

Diario Del Sureste of Yucatan ... 217
El Nacional of Mexico City ... 217

**NEWSPAPER LEADERS, PANAMA**

Panama American ... 217

**NEWSPAPER LEADERS, SWEDEN**

Svenska Dagbladet, Stockholm ... 221

**NEWS SERVICES**

United Press ... 172
Washington Post News Service ... 117, 170-171

**NEWSPAPER LEADERS, VENEZUELA**

Maracaibo Herald ... 215
El Nuevo Diario of Caracas ... 215

**NEWSPRINT MANUFACTURERS**

Great Northern Paper Co. ... 163

**PRINTING INKS**

Howard Flint Ink Co. ... 125
International Printing Ink Co. ... 153
Geo. H. Morrill Co. ... 113

**NEWSPAPER LEADERS, UNITED STATES**

Akron Beacon Journal ... 69
Albany Evening News ... 59, 131
Albany Knickerbocker Press ... 59, 131
Ann Arbor (Mich.) News ... 129
Bay City (Mich.) Times ... 126
Baltimore Sun ... 182
Biloxi (Miss.) Daily Herald ... 129
Bloomington Pantagraph ... 124
Booth Newspapers ... 129
Boston Post ... 45
Brush-Moore Newspapers ... 133
Canton (O.) Repository ... 133
Cedar Rapids (Ia.) Gazette ... 126
Chicago Daily News ... 106, 107
Chicago Tribune ... 29
Christian Science Monitor ... Inside Front Cover
Cincinnati Post ... 147
Cincinnati Times-Star ... 71
Cleveland Plain Dealer ... 67
Columbia (Tenn.) Herald ... 139
Dallas Journal ... 91
Dallas News ... 91
Dallas Times-Herald ... 138
Detroit Free Press ... 47
Detroit News ... 7
Detroit Times ... 49
East Liverpool (O.) Review ... 133
Elmira Star-Gazette-Advertiser ... 59
Elmira Sunday Telegram ... 59
Flint Journal ... 129
Ft. Worth Record ... 118
Ft. Worth Star-Telegram ... 118
Gannett Newspapers ... 5
Grand Rapids Press ... 129
Hartford Times ... 21, 59
Honolulu Star-Bulletin ... 122
Houston Chronicle ... 138
Indianapolis News ... 33
Ironton (O.) Tribune ... 133
Ithaca Journal-News ... 59
Jackson (Mich.) Citizen Patriot ... 129
Jersey Journal ... 130
Kalamazoo Gazette ... 129
Lawrence Eagle & Tribune ... 12
Lawrence Telegram ... 128
Louisville Courier Journal & Times ... 41
Malone (N. Y.) Telegram ... 59
Marion (O.) Star ... 133
Miami (Fla.) Herald ... 25
Milwaukee Sentinel ... 140
Milwaukee Wisconsin News ... 140
Muskegon (Mich.) Chronicle ... 129
Nashville Banner ... 89
Newark Evening News ... 57
Newburgh-Beacon News ... 59
Of New England ... 183
New York Journal ... 1
Of New York ... 195
New York Sun ... Back Cover
New York Times ... 63
Ogdensburg (N. Y.) Journal ... 59
Oklahoma City Oklahoman & Times ... 75
Olean (N. Y.) Times-Herald ... 59
Pawtucket (R. I.) Times ... 136
Of Pennsylvania ... 187
Peoria Journal-Transcript ... 81
Peoria Star ... 124
Pittsburgh Press ... 79
Philadelphia Evening Bulletin ... 10
Philadelphia Inquirer ... 81
Philadelphia Public Ledger ... 81
Pittsburgh Sun-Telegraph ... 83
Plainfield (N. J.) Courier News ... 59
Portsmouth (O.) Times ... 133
Providence Evening Bulletin ... 85
Providence Journal ... 85
Rochester Democrat & Chronicle ... 59
Rochester Times-Union ... 59
Saginaw (Mich.) News ... 129
Salem (O.) News ... 133
San Antonio Express ... 139
San Antonio News ... 139
Scanton (Pa.) Times ... 134
Steubenville (O.) Herald-Star ... 133
Syracuse Journal ... 133
Syracuse Post-Standard ... 132
Utica (N. Y.) Observer Dispatch ... 59
Washington (D. C.) Star ... 23
Wilmington (Del.) News-Journal Company Papers ... 122
Youngstown Vindicator ... 133
York (Pa.) Gazette and Daily ... 136

**PRINTING PRESSES**

Duplex Printing Press Co. ... 141
Goss Printing Press Co. ... 227
R. Hoe & Co. ... 137
Walter Scott & Co. ... 135

**RUBBER ROLLERS**

Bingham Bros. Co. ... 181
General Tire & Rubber Co. ... 159
Goodyear Tire & Rubber Co., Inc. ... Inside Back Cover
Manhattan Rubber Co., Division ... 127
Sam'l Bingham & Sons ... 149
Vulcan Proofing Co. ... 87

**SCHOOLS OF JOURNALISM**

Newspaper Institute of America ... 173

**SPECIAL PAGES**

Harry Gadel ... 168

**TRAVEL AGENCIES**

Syd Clarke ... 184

**MISCELLANEOUS**

The Goodwin Corp. ... 151
Media Records, Inc. ... 55
World Press News ... 184
Dan A. Carroll ... 200

# FIRST IN NEW YORK

Department Store Advertising

| 1932 | Agate Lines |
|---|---|
| [illegible] | 6,400,590 |
| [illegible] | 5,150,9[illegible] |
| [illegible] | 4,925,394 |
| [illegible] | 4,576,747 |
| [illegible] | 2,989,749 |
| [illegible] | 2,669,845 |
| [illegible] | 1,595,231 |
| [illegible] | 658,512 |
| [illegible] | 415,346 |

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If you want to know a newspaper's real selling power, find out what the department stores think of it. And out how much department store advertising it publishes. For if anybody knows the local market and its advertising medium it's the local department store.

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# FIRST IN THE COUNTRY

Department Store Advertising

| 1932 | Agate Lines |
|---|---|
| THE NEW YORK SUN (6-Day Morning) | 6,400,590 |
| [illegible] Star (7-Day [illegible]) | 6,145,5[illegible] |
| [illegible] (7-Day [illegible]) | 6,020,817 |
| [illegible] Post (7-Day [illegible]) | 5,899,128 |
| [illegible] Telegram (7-Day [illegible]) | 5,051,481,164 |
| [illegible] (6-Day Morning) | 5,353,525 |
| [illegible] Times (7-Day Morning) | 5,160,905 |
| [illegible] World-Telegram (7-Day [illegible]) | 4,989,394 |
| [illegible] Inquirer (7-Day Morning) | 4,7[illegible],050 |
| [illegible] Times (7-Day [illegible]) | [illegible],947 |
| [illegible] (7-Day [illegible]) | 4,946,149 |

# The [illegible] Sun

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"Adds one more proof to Author Hammett's title of No. 1 Crime-story Writer of the U. S."

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